AB485-4-U

NSGA RESEARCH

LIFESTYLE CHARACTERISTICS 1990

A geo-demographic analysis of consumer purchasers of sporting goods based on interviews with 80,000 American households with demographics on age and sex of user, household size and income, education and occupation, employment and geographic region

NATIONAL SPORTING GOODS ASSOCIATION
International Headquarters • 1699 Wall Street • Mt. Prospect, IL 60056-5780
☎ (708) 439-4000 FAX: (708) 439-0111

LIFESTYLE CHARACTERISTICS OF 1990 SPORTING GOODS CONSUMERS

ISSN: 0193-8401

Price: $155

Prepared for the

NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
(708) 439-4000
FAX (708) 439-0111

BY

IRWIN BROH & ASSOCIATES, INC.
1011 E. Touhy Ave., Des Plaines, Illinois 60018
(708) 297-7515

Copyright 1991

by the

NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
(708) 439-4000

All rights in this book are reserved. No part of this book may be used or reproduced in any manner whatsoever without written permission from the National Sporting Goods Association, except in the case of brief quotations embodied in critical articles and reviews. For permission or information, contact Mr. Thomas B. Doyle, Director of Information & Research of the above association.

ISSN: 0193-8401

TABLE OF CONTENTS

INTRODUCTION 4

DESCRIPTION OF THE SOCIAL GROUPS 6

PRODUCT CATEGORIES

- Clothing 12
- Athletic Footwear 16
- Cleated Footwear 24
- Outdoors 28
- Exercise Equipment 32
- Fishing Tackle 36
- Golf Equipment 40
- Hunting Equipment 44
- Ski Equipment 48
- Team Sports Equipment 52
- Tennis Equipment 56
- Other Products 60

****

Note: The demographic percentages in this report may differ slightly from those shown in The Sporting Goods Market in 1991 due to a difference in the method of calculation.

****

INTRODUCTION

This study integrates the PRIZM market segmentation system with the NSGA's consumer survey of sporting goods purchases during 1990.

PRIZM is a market segmentation system based on the principle that people with similar backgrounds, means, and consumer behavior cluster in neighborhoods suited to their chosen lifestyles. Through a complex statistical analysis of its demographic characteristics and actual consumer behavior, every U.S. neighborhood is assigned to one of 40 PRIZM Clusters. These 40 lifestyle clusters fall into 12 Social Groups which are described on the following pages.

PRIZM can help in strategic planning, retail targeting, media planning and direct mail promotion.

Strategic Planning
Because each product category has its own PRIZM profile, you can analyze and rank relative market potentials for each PRIZM group.

Retail Targeting
PRIZM can be used to evaluate potential store locations by calculating effective trading areas for each location. You can then quantify and rank relative target concentrations and sales potentials for your products.

Media Planning
Since PRIZM uses both lifestyle and demographic data to form clusters, you can advertise in media that reach greater concentrations of your target audience.

Direct Mail Promotion
You can use PRIZM to create and test selective ad messages to different group targets. This is especially true for marketers with two or more distinct consumer franchise segments.

The 12 Social Groups are coded "S" for Suburban, "U" for Urban, "T" for Towns, and "R" for rural, and are shown from top to bottom in descending socio-economic rank, with the Group numbers (S1, S2, S3, etc.) indicating these ranks.

Social Group	Descriptions	Percent of 1990 U.S. Households
S1	Educated, Affluent Executives and Professionals in Elite Metro Suburbs.	4.5
S2	Post-child Families, Pre-child Families, and Singles in Upscale White-collar Suburbs	7.4
S3	Upper-middle Class, Child-raising Families in Outlying, Owner-occupied Suburbs.	12.5
U1	Educated, White-collar Singles and Couples in Upscale Urban Areas.	7.3
T1	Educated, Young Mobile Families Living in Small Towns Beyond the Suburbs of Boom Towns.	11.7
S4	Middle-class, Post-child Families in Older Suburbs or Retirement Areas.	6.5
T2	Middle-class, Child-raising, Blue-collar Families Living in Remote Suburbs or Towns.	9.4
U2	Middle-class Families, Singles and Elders Living in Densely Populated Urban Row Houses and High-rises.	6.7
R1	Families Living in Small, Rural Towns and Villages Amid Farms and Ranches in Agricultural Areas of Mid-America.	6.2
T3	Low-income Families, Mixed Gentry and Blue-collar Labor in Low-to-Mid Rustic Mill and Factory Towns.	10.8
R2	Mixed Whites, Blacks, Spanish and Indians in Poor Rural Towns and Farms.	9.2
U3	Mixed Blacks, Spanish and Immigrants in Aging, Urban Row and High-rise areas.	7.8
Total		100.0

DESCRIPTION OF THE SOCIAL GROUPS

S1: Suburban Elite

Educated, Affluent Executives and Professionals in Elite Metro Suburbs.

These are the most affluent neighborhoods in greenbelt suburban areas. Representing only 5% of U.S. households, S1 contains 20% of all $50,000 or more household incomes and one-third of the nation's net worth.

HIGH INDICES

Census	Lifestyles	Media
HHI $100,000+	Foreign Travel	Newspapers
College Education	Paperback Books	AOR/Progressive Radio
Upper W/C Occupations	Sailing	Prime Time TV
Home Values $200,000+	T&E Cards	Classical Music
Urban Fringe	Imported Cars	News Radio

****

S2: The Affluentials

Post-child Families, Pre-child Families, and Singles in Upscale White-collar Suburbs.

S2 clusters are characterized by one-and two-person households surrounding closed and half-filled schools. While below S1 in socio-economic levels, these clusters display characteristics of success such as high education, income, and home value levels, with consumption levels to match.

HIGH INDICES

Census	Lifestyles	Media
HHI $75,000 +	Domestic/Foreign Travel	Magazines
College Education	Racquet Ball	Classical Music
Upper W/C Occupations	Stocks/Securities	News Radio
Home Values $100,000+	Convertibles	Talk/Variety Radio
Urban/Urban Fringe	Imported Beer	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

S3: Greenbelt Families

Upper-middle Class, Child-raising Families in Outlying, Owner-occupied Suburbs.

These clusters represent the newest minority - the nuclear family. The families in the S3 clusters are upscale and typify the essence of the traditional "American dream".

HIGH INDICES

Census	Lifestyles	Media
HHI $35-$75,000	Domestic Travel	Newspapers
Some College	Folk Records	Prime Time TV
Upper & Lower W/C Occupations	Cook-outs	AOR/Progressive Radio
Home Values $80,000-$150,000	Personal Computers	Pay TV
Suburban Fringe	Station Wagons	Contemporary Music

****

U1: Urban Gentry

Educated, White-collar Singles and Couples in Upscale, Urban Areas.

With minor exceptions, these clusters are "where the action is". U1 is characterized by dense housing units, cosmopolitan life-styles, notoriety, big-city universities and students, large foreign-born populations, white-collar singles and mixed couples, and many divorced and separated persons.

HIGH INDICES

Census	Lifestyles	Media
HHI's in All Ranges	Foreign Travel	Magazines
College Education	Contemporary Music	Black/Disco Radio
Upper & Lower W/C Occupations	T&E Cards	Jazz Radio
Home Values $50,000-$150,000	Imported Beer/Malt Liquor	Classical Radio
Urban	Convertibles	News Radio
	Health/Gourmet Foods	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

T1: Exurban Boom

Educated, Young Mobile Families Living in Small Towns Beyond the Suburbs or in Boom Towns.

The clusters in T1 are among the nation's fastest growing; they have been the chief recipients of the major urban exodus. These clusters have extremely high mobility rates and live in new, low-density single-unit housing areas.

HIGH INDICES

Census	Lifestyles	Media
HHI $35-$75,000	Domestic Travel	Magazines
College Education	Cruises	Prime Time TV
Upper Level W/C Occupations	Snow Skiing	Ethnic Radio
Home Values $80,000-$100,000	Sailing	Cable TV
Suburban Fringe/Rural/Town	Cook-outs	
	4 Wheel Drive Vehicles	

****

S4: Suburban Elders

Middle-class, Post-child Families in Older Suburbs or Retirement Areas.

As a group, S4's represent aging, married couples, widows, and retirees on pensions and social security. S4's are predominantly white, with high concentrations of European-Catholic ancestry.

HIGH INDICES

Census	Lifestyles	Media
HHI's $35-$75000	Cruises	Newspapers
Some College	Theme Parks	Big Band Radio
Lower Level W/C Occupations	Bus Travel	Nostalgia Radio
Home Values $50,000-$80,000	Bowling	Ethnic Radio
Urban Fringe	Medicare	Talk Radio
	Veteran's Clubs	Sunday Newspapers

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

T2: Satellite Blues

Middle-class, Child-raising Blue-collar Families Living in Remote Suburbs or Towns.

The clusters in T2 are very middle-class, native white, and married. While anchored in the Midwest, T2's are distributed across the nation. The clusters in this group are typically characterized as "America's blue-collar baby factory".

HIGH INDICES

Census	Lifestyles	Media
HHI $25-$50,000	Overnight Camping	Magazines
High School Education	Bowling	Country Radio
Craftsmen/Labor Occupations	Motorcycling	Oldies Radio
Home Values $35,000-$50,000	Rifle/Shotgun Ownership	Gospel Radio
Rural/Town	Union Membership	Cable TV
	Sports/Utility Vehicles	

****

U2: Mid-City Mix

Middle-class Families, Singles and Elders Living in Densely Populated Urban Row Houses and High-rises.

The clusters in U2 have high concentrations of foreign-born, working women, continuing deterioration, and increasing minorities. Typically, the housing units in this group are over thirty year old multi-unit flats, and are located in second city centers and major-market fringe areas.

HIGH INDICES

Census	Lifestyles	Media
HHI $20,000 and Less	Caribbean Travel	Newspapers
High School Education	Rail Travel	Black Radio
Service Occupations	Soul Music	Disco Radio
Transportation Industry	Gambling	Ethnic Radio
Home Values $20,000-$50,000	Lottery Tickets	News Radio
Urban	Malt Liquor	
	Menthol Cigarettes	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

R1: The Heartland

Families Living in Small, Rural Towns and Villages Amid Farms and Ranches in Agricultural Areas of Mid-America.

These clusters are centered across the corn belt, through the wheat fields of the great plains, and into ranch and mining country. Overall population in these clusters is sparse, although there is a high incidence of large families.

HIGH INDICES

Census	Lifestyles	Media
HHI $25,00 and Less	Fresh Water Fishing	Prime Time TV
High School Education	Rifle/Shotgun Ownership	Big Band Radio
Farming Occupations	Motorcycling	Country Radio
Agricultural Occupations	Medical Insurance	Variety Radio
Home Values Less than $20,000	Veteran's Clubs	
Rural/Towns	4 Wheel Drives/Trucks/ Sports Vehicles	

****

T3: Small-Town Living

Low-income Families, Mixed Gentry and Blue-collar Labor in Low-to-Mid Rustic, Mill and Factory Towns.

The clusters in T3 share a few broad characteristics such as low incomes and lower educations, however, it is their differences that make the overall group interesting.

HIGH INDICES

Census	Lifestyles	Media
HHI $15,000 and Less	Bus Travel	Total TV
Less than High School Education	45RPM Records	Black Radio
Craftsmen Occupations	Menthol Cigarettes	Country Radio
Home Values $35,000 and Less	Chewing Tobacco	
Rural/Towns	Medicare	
	Cable TV	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

R2: Country Folk

Mixed White, Blacks, Spanish and Indians in Poor Rural Towns and Farms.

The clusters in R2 share such characteristics as low population densities, low socio-economic ranking, minimal education, and many Amerindians and persons of English ancestry.

HIGH INDICES

Census	Lifestyles	Media
HHI $15,00 and Less	45RPM Records	Total TV
Less than High School Education	Home Owner/Tenant Insurance	Country Radio
Farming Occupations	Medicare	Variety Radio
Agricultural Occupations	Non-filter Cigarettes	
Home Values Less than $20,000	Chewing Tobacco	
Rural/Towns	4 Wheel Drive Vehicles	

****

U3: The Inner City

Mixed Blacks, Spanish and Immigrants in Aging, Urban Row and Hi-rise Areas.

These clusters represent the least advantaged neighborhoods of urban America. They are characterized by service and labor occupations, low income and education levels, and large families, many with single parents (often female heads of households).

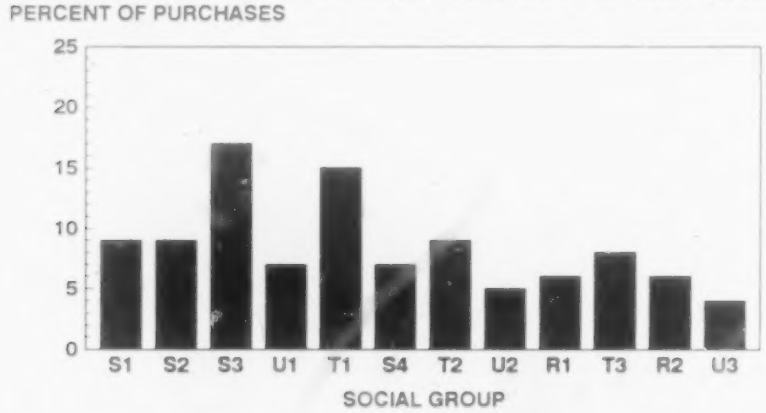
HIGH INDICES

Census	Lifestyles	Media
HHI $10,000 and Less	Bus Travel	Total TV
Less than High School Education	Soul/Black Music	Black Radio
Service Occupations	Malt Liquor	Disco/Jazz
Labor Occupations	Menthol Cigarettes	Spanish Radio
Home Values Less than $20,000	Small Cigars	
Urban		

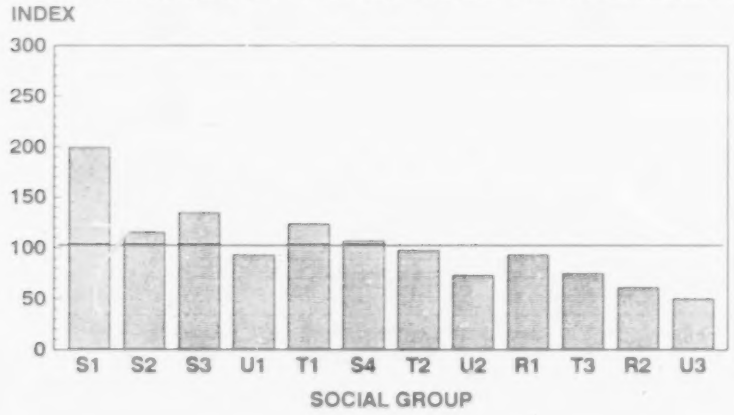
Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

CLOTHING

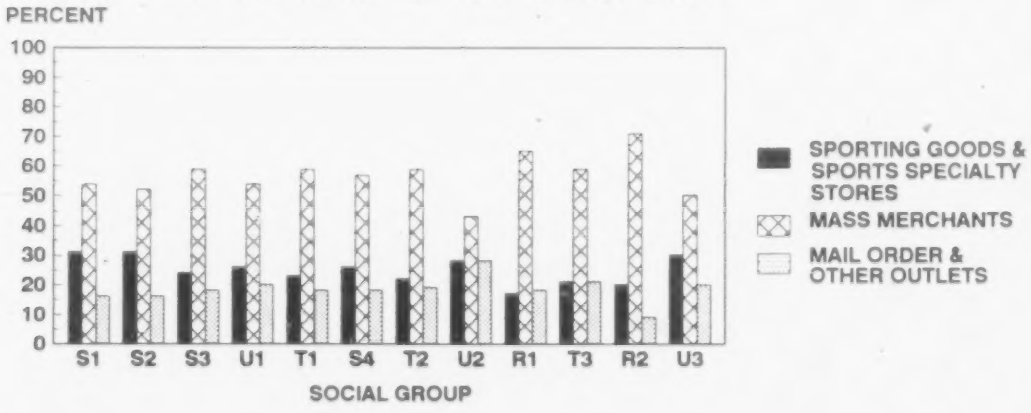
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLOTHING %	SWEAT SHIRTS /TOPS %	BATHING SUITS %
PRIZM CODE:				
S1 SUBURBAN ELITE	5	9	9	9
S2 THE AFFLUENTIALS	7	9	8	9
S3 GREENBELT FAMILIES	12	17	17	16
U1 URBAN GENTRY	7	7	7	7
T1 EXURBAN BOOM	12	15	15	14
S4 SUBURBAN ELDERS	7	7	7	8
T2 SATELLITE BLUES	9	9	10	8
U2 MID-CITY MIX	7	5	5	5
R1 THE HEARTLAND	6	6	6	5
T3 SMALL-TOWN LIVING	11	8	8	9
R2 COUNTRY FOLK	9	6	6	5
U3 THE INNER CITY	8	4	4	4
	100	100	100	100
GEOGRAPHIC REGION:				
NEW ENGLAND	5	6	5	7
MIDDLE ATLANTIC	16	17	16	18
EAST NORTH CENTRAL	17	17	18	15
WEST NORTH CENTRAL	7	8	8	7
SOUTH ATLANTIC	18	18	17	19
EAST SOUTH CENTRAL	6	4	4	4
WEST SOUTH CENTRAL	11	9	9	8
MOUNTAIN	6	6	6	6
PACIFIC	14	16	16	16
	100	100	100	100
ANNUAL HOUSEHOLD INCOME:				
UNDER $15,000	25	9	9	9
$15,000 - $24,999	18	14	14	12
$25,000 - $34,999	16	16	16	16
$35,000 - $49,999	19	23	22	25
$50,000 AND OVER	22	39	39	38
	100	100	100	100
MEDIAN INCOME	$29375 29375	$42519	$42457	$42620

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

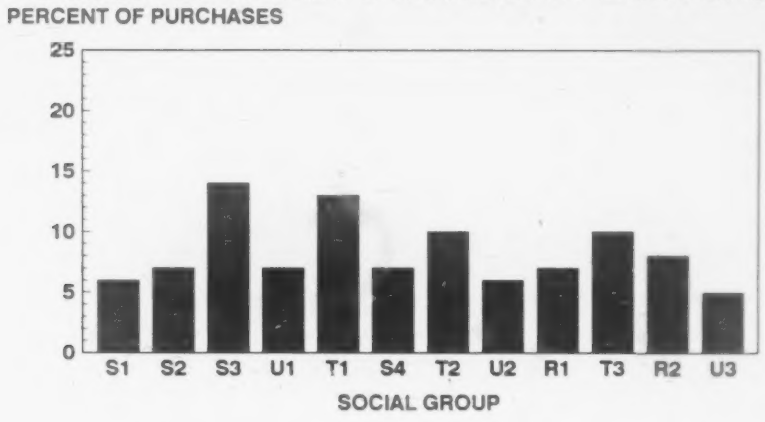
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLOTHING %	SWEAT SHIRTS /TOPS %	BATHING SUITS %
MARKET SIZE:				
NON-RMA OR RMA UNDER 50,000	28	21	21	20
METROPOLITAN AREAS				
50,000-499,999	20	19	18	21
500,000-1,999,999	16	17	17	15
2,000,000 & OVER	36	44	44	43
	100	100	100	100
TYPE OF RESIDENCE:				
OWN HOUSE	61	67	66	70
RENT HOUSE	11	9	10	7
APARTMENT	15	10	10	10
CONDOMINIUM	3	4	4	4
TWINPLEX/DUPLEX	2	3	3	3
OTHER	8	7	7	7
	100	100	100	100
HOUSEHOLD DESIGNATION				
FAMILY				
HUSBAND & WIFE	57	67	65	70
SINGLE WITH CHILD OR OTHER RELATIVE	15	13	14	12
NON-FAMILY				
LIVING ALONE	24	14	15	13
LIVING WITH NON-RELATIVE	4	6	6	5
	100	100	100	100
SIZE OF HOUSEHOLD:				
1 MEMBER	24	14	15	13
2 MEMBERS	32	26	27	24
3 MEMBERS	18	21	21	21
4 MEMBERS	16	22	20	26
5 OR MORE MEMBERS	10	17	16	17
	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:				
LESS THAN HIGH SCHOOL	13	5	5	4
HIGH SCHOOL GRADUATE	30	22	22	20
ATTENDED COLLEGE	27	31	31	31
COLLEGE GRADUATE	30	42	42	44
	100	100	100	100

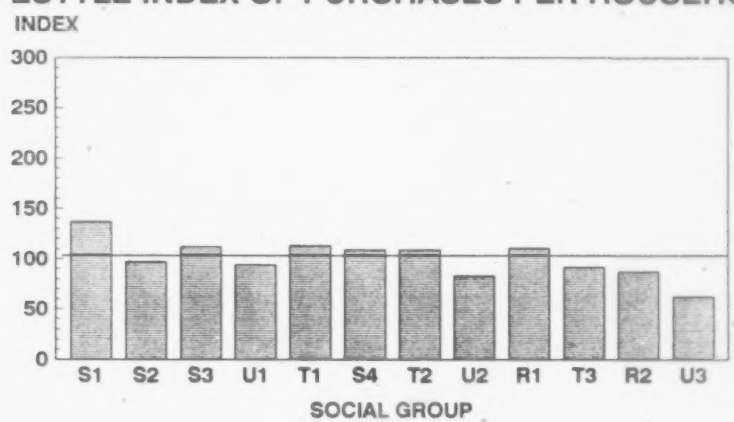
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLOTHING %	SWEAT SHIRTS /TOPS %	BATHING SUITS %
OCCUPATION OF HOUSEHOLD HEAD:				
MANAGERIAL/ PROFESSIONAL	28	44	43	44
TECHNICAL/SALES/ ADMIN. SUPPORT	12	15	15	16
SERVICE	7	6	6	6
FARMING/FORESTRY/ FISHING	2	1	1	2
CRAFTSMAN/REPAIRMAN	9	10	10	11
OPERATOR/LABORER	8	6	7	6
STUDENT/RETIRED/OTHER	34	17	18	17
	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD				
FULL TIME	43	51	52	50
PART TIME	17	23	22	25
NOT EMPLOYED/ RETIRED	40	25	26	25
	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD				
FULL TIME	72	86	86	88
PART TIME	5	4	4	4
NOT EMPLOYED/ RETIRED	23	10	11	9
	100	100	100	100
AGE OF USER:				
UNDER 14	20	10	11	10
14 TO 17	5	9	9	10
18 TO 24	11	11	12	10
25 TO 34	18	26	26	27
35 TO 44	15	21	21	21
45 TO 64	19	18	17	18
65 AND OLDER	12	4	5	3
	100	100	100	100
MEDIAN AGE	32	32	32	32
	32			
SEX OF USER:				
MALE	49	40	52	18
FEMALE	51	60	48	82
	100	100	100	100

ATHLETIC FOOTWEAR

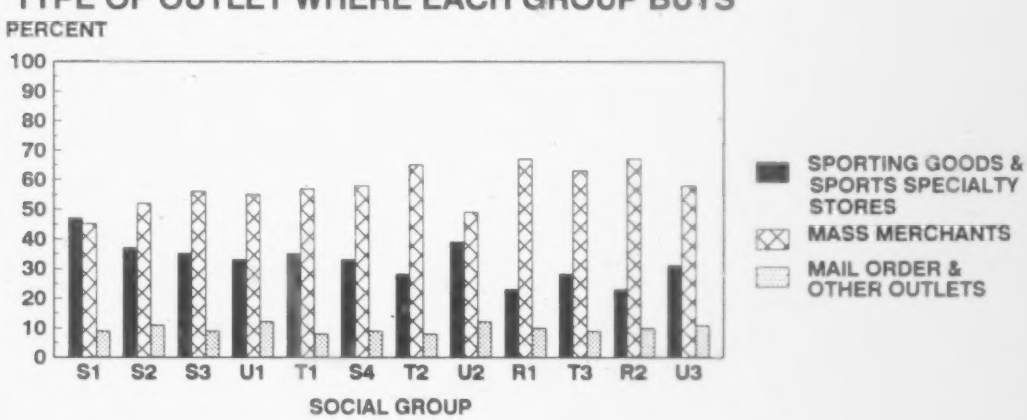
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	BASKETBALL SHOES %	AEROBIC SHOES %	WORKOUT/ FITNESS SHOES %	WALKING SHOES %	JOGGING SHOES %
PRIZM CODE:							
S1 SUBURBAN ELITE	5	6	6	7	6	5	7
S2 THE AFFLUENTIALS	7	7	7	8	6	8	7
S3 GREENBELT FAMILIES	13	14	11	14	15	14	15
U1 URBAN GENTRY	7	7	6	7	10	7	9
T1 EXURBAN BOOM	12	13	14	14	14	12	16
S4 SUBURBAN ELDERS	7	7	7	6	9	8	5
T2 SATELLITE BLUES	9	10	12	9	9	10	10
U2 MID-CITY MIX	7	6	7	6	5	5	5
R1 THE HEARTLAND	6	7	8	7	6	7	6
T3 SMALL-TOWN LIVING	11	10	8	9	9	11	7
R2 COUNTRY FOLK	9	8	10	9	7	8	7
U3 THE INNER CITY	8	5	4	4	5	5	5
	100	100	100	100	100	100	100
GEOGRAPHIC REGION:							
NEW ENGLAND	5	6	6	6	4	6	6
MIDDLE ATLANTIC	16	18	15	17	17	17	16
EAST NORTH CENTRAL	17	18	20	14	16	19	17
WEST NORTH CENTRAL	7	7	5	7	7	7	8
SOUTH ATLANTIC	18	17	15	19	20	18	16
EAST SOUTH CENTRAL	6	5	7	5	4	5	4
WEST SOUTH CENTRAL	11	9	10	10	7	9	9
MOUNTAIN	6	5	6	4	5	5	6
PACIFIC	14	15	15	17	19	15	18
	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:							
UNDER $15,000	25	15	15	12	14	19	11
$15,000 - $24,999	18	16	15	15	16	17	14
$25,000 - $34,999	16	16	18	17	16	16	16
$35,000 - $49,999	19	22	21	24	21	20	24
$50,000 AND OVER	22	31	30	31	34	28	35
	100	100	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$37201	$36324	$38208	$38420	$33721	$40588

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	BASKETBALL SHOES %	AEROBIC SHOES %	WORKOUT/ FITNESS SHOES %	WALKING SHOES %	JOGGING SHOES %
MARKET SIZE:							
NON-RMA OR RMA UNDER 50,000	28	26	27	26	22	27	23
METROPOLITAN AREAS							
50,000-499,999	20	19	19	17	21	18	21
500,000-1,999,999	16	17	20	14	18	16	17
2,000,000 & OVER	36	38	34	42	39	39	39
	100	100	100	100	100	100	100
TYPE OF RESIDENCE:							
OWN HOUSE	61	66	64	62	62	68	66
RENT HOUSE	11	10	13	10	11	7	10
APARTMENT	15	11	12	12	13	11	13
CONDOMINIUM	3	3	2	4	4	4	4
TWINPLEX/DUPLEX	2	3	4	5	3	2	2
OTHER	8	7	6	7	7	8	6
	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION							
FAMILY							
HUSBAND & WIFE	57	66	69	64	59	62	65
SINGLE WITH CHILD OR OTHER RELATIVE	15	15	19	15	17	12	14
NON-FAMILY							
LIVING ALONE	24	15	8	17	17	23	15
LIVING WITH NON-RELATIVE	4	4	3	4	7	3	5
	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:							
1 MEMBER	24	15	8	17	17	23	15
2 MEMBERS	32	27	12	28	32	39	26
3 MEMBERS	18	20	23	21	21	18	20
4 MEMBERS	16	22	30	19	18	13	23
5 OR MORE MEMBERS	10	16	27	14	12	8	17
	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:							
LESS THAN HIGH SCHOOL	13	9	9	7	7	11	6
HIGH SCHOOL GRADUATE	30	26	28	25	23	29	22
ATTENDED COLLEGE	27	28	31	28	31	26	29
COLLEGE GRADUATE	30	37	33	39	39	34	42
	100	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	BASKETBALL SHOES %	AEROBIC SHOES %	WORKOUT/ FITNESS SHOES %	WALKING SHOES %	JOGGING SHOES %
OCCUPATION OF HOUSEHOLD HEAD:							
MANAGERIAL/ PROFESSIONAL	28	36	35	37	39	30	43
TECHNICAL/SALES/ ADMIN. SUPPORT	12	13	15	15	13	11	12
SERVICE	7	6	7	6	7	5	6
FARMING/FORESTRY/ FISHING	2	2	2	3	1	1	2
CRAFTSMAN/REPAIRMAN	9	11	11	12	11	8	10
OPERATOR/LABORER	8	8	12	7	9	5	7
STUDENT/RETIRED/OTHER	34	25	18	20	20	40	19
	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD							
FULL TIME	43	47	48	54	55	40	51
PART TIME	17	20	27	19	19	17	21
NOT EMPLOYED/ RETIRED	40	32	26	27	27	43	27
	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD							
FULL TIME	72	81	87	85	86	64	87
PART TIME	5	4	5	5	3	5	4
NOT EMPLOYED/ RETIRED	23	15	8	11	11	31	9
	100	100	100	100	100	100	100
AGE OF USER:							
UNDER 14	20	15	28	7	7	2	9
14 TO 17	5	9	27	6	7	2	7
18 TO 24	11	8	16	10	10	3	8
25 TO 34	18	18	19	27	28	11	24
35 TO 44	15	18	7	24	18	19	26
45 TO 64	19	22	1	19	21	37	20
65 AND OLDER	12	11	-	6	9	27	6
	100	100	100	100	100	100	100
MEDIAN AGE	32	35	16	34	34	52	36
	32						
SEX OF USER:							
MALE	49	49	89	14	39	34	60
FEMALE	51	51	11	86	61	66	40
	100	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	TENNIS SHOES %	CROSS TRAINING SHOES %	GYM SHOES/ SNEAKERS %	BOAT/DECK SHOES %	WATER SPORT SHOES %
PRIZM CODE:							
S1 SUBURBAN ELITE	5	6	4	12	5	8	7
S2 THE AFFLUENTIALS	7	7	6	10	6	10	6
S3 GREENBELT FAMILIES	13	14	14	16	14	15	25
U1 URBAN GENTRY	7	7	6	6	5	7	9
T1 EXURBAN BOOM	12	13	13	17	12	10	16
S4 SUBURBAN ELDERS	7	7	6	7	8	9	4
T2 SATELLITE BLUES	9	10	10	10	12	10	8
U2 MID-CITY MIX	7	6	5	3	6	7	6
R1 THE HEARTLAND	6	7	7	6	7	5	7
T3 SMALL-TOWN LIVING	11	10	12	6	12	9	8
R2 COUNTRY FOLK	9	8	11	4	9	6	2
U3 THE INNER CITY	8	5	4	3	6	4	1
	100	100	100	100	100	100	100
GEOGRAPHIC REGION:							
NEW ENGLAND	5	6	3	4	8	7	2
MIDDLE ATLANTIC	16	18	11	13	26	22	20
EAST NORTH CENTRAL	17	18	17	20	18	16	12
WEST NORTH CENTRAL	7	7	9	9	5	5	6
SOUTH ATLANTIC	18	17	20	15	16	21	13
EAST SOUTH CENTRAL	6	5	7	3	5	4	1
WEST SOUTH CENTRAL	11	9	12	10	7	9	8
MOUNTAIN	6	5	6	6	4	4	13
PACIFIC	14	15	15	21	11	12	25
	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:							
UNDER $15,000	25	15	16	8	15	8	14
$15,000 - $24,999	18	16	16	12	17	12	9
$25,000 - $34,999	16	16	16	17	16	13	11
$35,000 - $49,999	19	22	20	24	22	27	24
$50,000 AND OVER	22	31	32	38	29	39	42
	100	100	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$37201	$36282	$42720	$36039	$43956	$44910

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

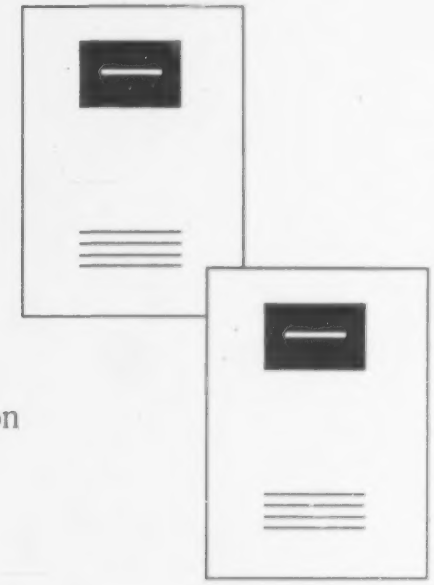
T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

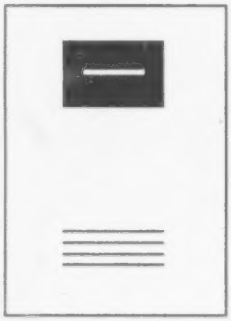
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	TENNIS SHOES %	CROSS TRAINING SHOES %	GYM SHOES/ SNEAKERS %	BOAT/DECK SHOES %	WATER SPORT SHOES %
MARKET SIZE:							
NON-RMA OR RMA UNDER 50,000	28	26	28	20	28	18	17
METROPOLITAN AREAS							
50,000-499,999	20	19	22	21	19	18	23
500,000-1,999,999	16	17	17	18	15	19	18
2,000,000 & OVER	36	38	33	41	38	45	42
	100	100	100	100	100	100	100
TYPE OF RESIDENCE:							
OWN HOUSE	61	66	67	67	67	67	72
RENT HOUSE	11	10	12	10	12	10	12
APARTMENT	15	11	9	11	10	10	6
CONDOMINIUM	3	3	2	3	2	5	4
TWINPLEX/DUPLEX	2	3	2	3	2	3	2
OTHER	8	7	7	6	7	5	5
	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION							
FAMILY							
HUSBAND & WIFE	57	66	67	69	72	64	72
SINGLE WITH CHILD OR OTHER RELATIVE	15	15	17	13	18	12	15
NON-FAMILY							
LIVING ALONE	24	15	12	14	8	18	11
LIVING WITH NON-RELATIVE	4	4	5	4	2	5	2
	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:							
1 MEMBER	24	15	12	14	8	18	11
2 MEMBERS	32	27	24	20	15	29	27
3 MEMBERS	18	20	22	20	22	20	23
4 MEMBERS	16	22	27	30	31	23	28
5 OR MORE MEMBERS	10	16	16	16	24	10	10
	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:							
LESS THAN HIGH SCHOOL	13	9	8	4	10	4	4
HIGH SCHOOL GRADUATE	30	26	26	21	29	22	20
ATTENDED COLLEGE	27	28	29	33	28	28	33
COLLEGE GRADUATE	30	37	37	43	32	46	42
	100	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	TENNIS SHOES %	CROSS TRAINING SHOES %	GYM SHOES/ SNEAKERS %	BOAT/DECK SHOES %	WATER SPORT SHOES %
OCCUPATION OF HOUSEHOLD HEAD:							
MANAGERIAL/ PROFESSIONAL	28	36	37	44	34	45	43
TECHNICAL/SALES/ ADMIN. SUPPORT	12	13	14	15	12	12	12
SERVICE	7	6	5	5	7	5	5
FARMING/FORESTRY/ FISHING	2	2	2	2	3	1	4
CRAFTSMAN/REPAIRMAN	9	11	11	13	14	12	13
OPERATOR/LABORER	8	8	10	8	11	5	4
STUDENT/RETIRED/OTHER	34	25	21	13	19	20	19
	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD							
FULL TIME	43	47	50	51	48	49	57
PART TIME	17	20	21	26	22	21	22
NOT EMPLOYED/ RETIRED	40	32	29	23	31	30	21
	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD							
FULL TIME	72	81	85	93	88	83	85
PART TIME	5	4	3	2	4	5	8
NOT EMPLOYED/ RETIRED	23	15	12	5	8	12	7
	100	100	100	100	100	100	100
AGE OF USER:							
UNDER 14	20	15	24	20	37	6	18
14 TO 17	5	9	11	16	14	8	10
18 TO 24	11	8	8	15	7	8	10
25 TO 34	18	18	18	24	15	19	19
35 TO 44	15	18	15	15	11	22	20
45 TO 64	19	22	18	9	12	27	19
65 AND OLDER	12	11	6	1	4	10	5
	100	100	100	100	100	100	100
MEDIAN AGE	32	35	29	24	17	39	31
	32						
SEX OF USER:							
MALE	49	49	51	69	51	79	51
FEMALE	51	51	49	31	49	21	49
	100	100	100	100	100	100	100

Numbers



Sports Participation in 1990
Includes:
- Frequency
- New participants
- "Dropouts"
- Demographics by age, sex, income and region
- Two series



Based on studies of more than 60,000 individuals, "Sports Participation in 1990: Series I & II" survey 26 and 22 activities respectively. Series I surveys 10,000 households; Series II, 20,000 households. Fast becoming the definitive study on sports participation in U.S. Conducted for NSGA by NPD Research. Both Series: $195 for NSGA members, $245 for non-members. Either Series individually; $125 for NSGA members, $165 for non-members.

☐ Please send additional information on "Sports Participation in 1990: Series I & II"

☐ Please send me information on NSGA Membership

Name_____

Company_____

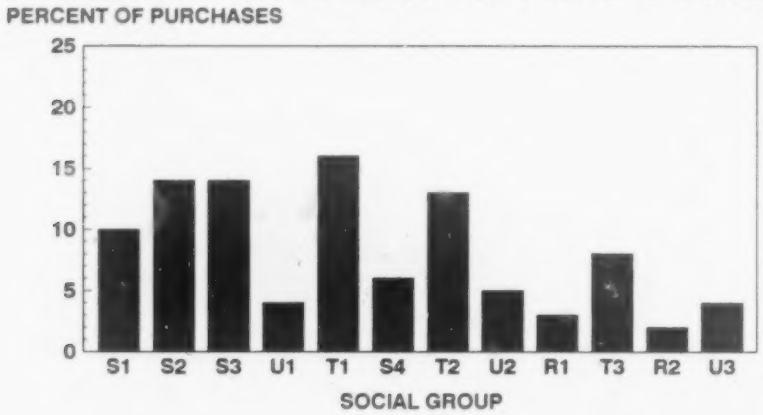
Address_____

City/State/Zip_____

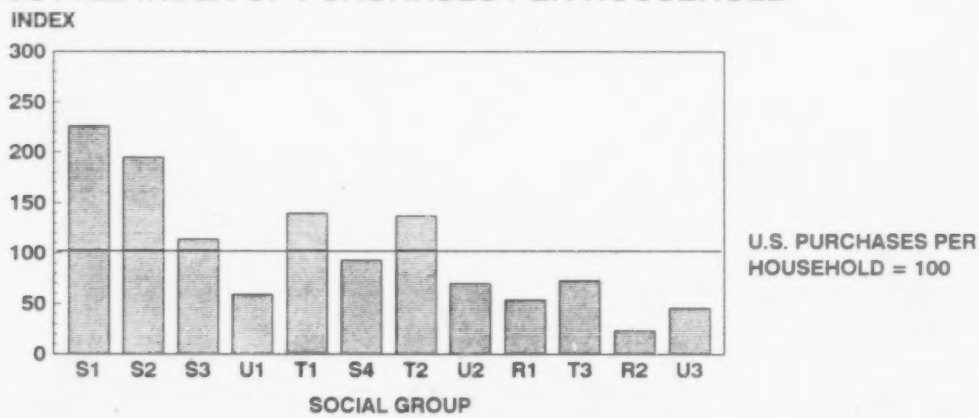
Mail to: NSGA • 1699 Wall St. • Mt. Prospect, IL 60056-5780

CLEATED FOOTWEAR

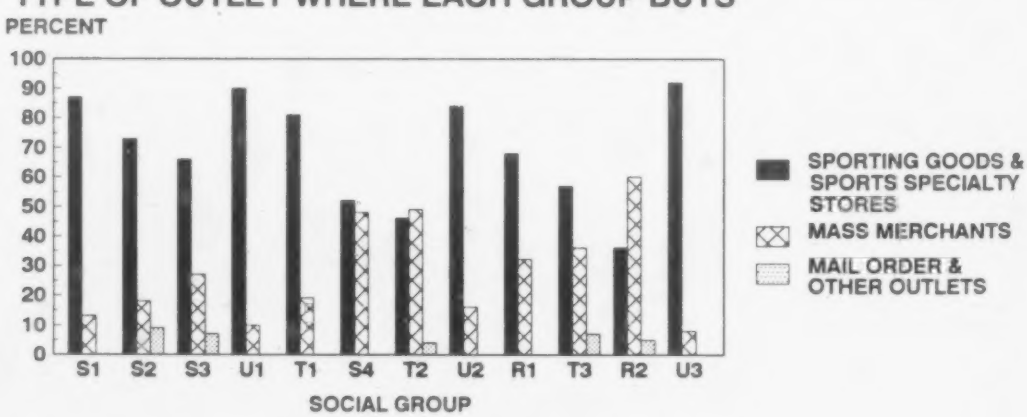
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLEATED FOOTWEAR %	BASEBALL %	SOCCER %
PRIZM CODE:				
S1 SUBURBAN ELITE	5	9	7	12
S2 THE AFFLUENTIALS	7	11	14	9
S3 GREENBELT FAMILIES	13	17	13	21
U1 URBAN GENTRY	7	6	4	7
T1 EXURBAN BOOM	12	15	11	20
S4 SUBURBAN ELDERS	7	6	8	3
T2 SATELLITE BLUES	9	7	5	10
U2 MID-CITY MIX	7	2	3	1
R1 THE HEARTLAND	6	7	10	4
T3 SMALL-TOWN LIVING	11	9	11	6
R2 COUNTRY FOLK	9	7	9	4
U3 THE INNER CITY	8	3	3	2
	100	100	100	100
GEOGRAPHIC REGION:				
NEW ENGLAND	5	8	5	11
MIDDLE ATLANTIC	16	14	12	16
EAST NORTH CENTRAL	17	20	19	22
WEST NORTH CENTRAL	7	9	11	6
SOUTH ATLANTIC	18	12	12	12
EAST SOUTH CENTRAL	6	4	6	3
WEST SOUTH CENTRAL	11	8	9	7
MOUNTAIN	6	7	9	5
PACIFIC	14	17	17	17
	100	100	100	100
ANNUAL HOUSEHOLD INCOME:				
UNDER $15,000	25	7	10	4
$15,000 - $24,999	18	12	12	12
$25,000 - $34,999	16	14	18	8
$35,000 - $49,999	19	28	27	30
$50,000 AND OVER	22	39	33	47
	100	100	100	100
MEDIAN INCOME	$29375 29375	$44222	$40497	$48288

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

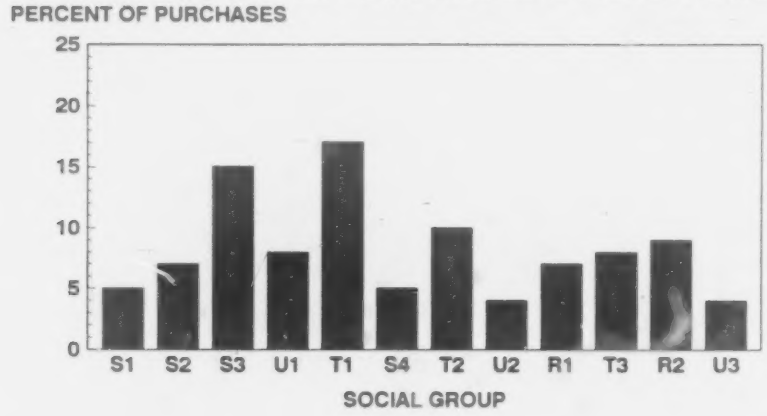
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLEATED FOOTWEAR %	BASEBALL %	SOCCER %
MARKET SIZE:				
NON-RMA OR RMA UNDER 50,000	28	23	30	15
METROPOLITAN AREAS				
50,000-499,999	20	18	15	22
500,000-1,999,999	16	19	17	22
2,000,000 & OVER	36	40	39	41
	100	100	100	100
TYPE OF RESIDENCE:				
OWN HOUSE	61	78	72	86
RENT HOUSE	11	7	10	5
APARTMENT	15	7	9	4
CONDOMINIUM	3	2	2	2
TWINPLEX/DUPLEX	2	2	2	1
OTHER	8	4	5	3
	100	100	100	100
HOUSEHOLD DESIGNATION				
FAMILY				
HUSBAND & WIFE	57	82	78	86
SINGLE WITH CHILD OR OTHER RELATIVE	15	11	11	11
NON-FAMILY				
LIVING ALONE	24	6	9	3
LIVING WITH NON-RELATIVE	4	1	2	-
	100	100	100	100
SIZE OF HOUSEHOLD:				
1 MEMBER	24	6	9	3
2 MEMBERS	32	10	15	5
3 MEMBERS	18	16	16	16
4 MEMBERS	16	38	37	39
5 OR MORE MEMBERS	10	30	24	36
	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:				
LESS THAN HIGH SCHOOL	13	5	6	4
HIGH SCHOOL GRADUATE	30	18	21	15
ATTENDED COLLEGE	27	28	34	20
COLLEGE GRADUATE	30	49	39	61
	100	100	100	100

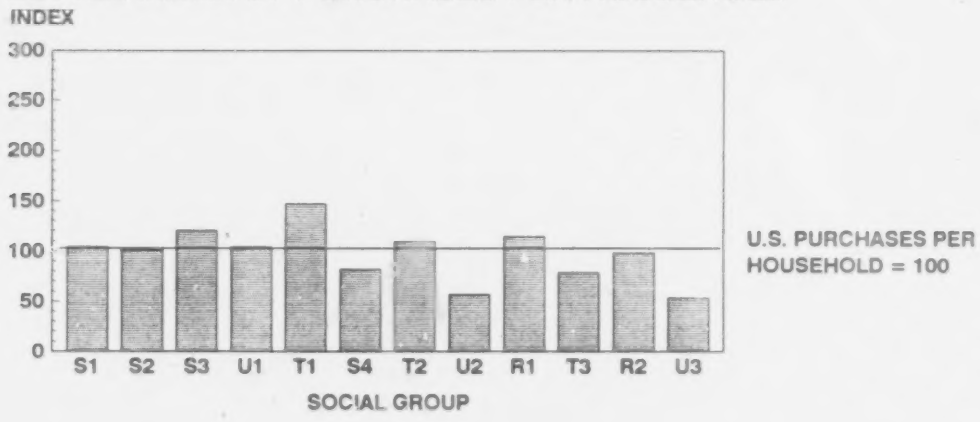
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLEATED FOOTWEAR %	BASEBALL %	SOCCER %
OCCUPATION OF HOUSEHOLD HEAD:				
MANAGERIAL/ PROFESSIONAL	28	47	34	63
TECHNICAL/SALES/ ADMIN. SUPPORT	12	12	14	10
SERVICE	7	5	3	7
FARMING/FORESTRY/ FISHING	2	1	2	-
CRAFTSMAN/REPAIRMAN	9	9	11	6
OPERATOR/LABORER	8	10	14	4
STUDENT/RETIRED/OTHER	34	16	20	11
	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD				
FULL TIME	43	42	46	37
PART TIME	17	32	25	39
NOT EMPLOYED/ RETIRED	40	26	29	24
	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD				
FULL TIME	72	92	89	95
PART TIME	5	1	2	-
NOT EMPLOYED/ RETIRED	23	7	9	4
	100	100	100	100
AGE OF USER:				
UNDER 14	20	42	33	54
14 TO 17	5	25	21	30
18 TO 24	11	9	11	7
25 TO 34	18	12	20	2
35 TO 44	15	7	8	5
45 TO 64	19	2	3	1
65 AND OLDER	12	3	5	1
	100	100	100	100
MEDIAN AGE	32	15	16	12
	32			
SEX OF USER:				
MALE	49	81	85	76
FEMALE	51	19	15	24
	100	100	100	100

OUTDOORS

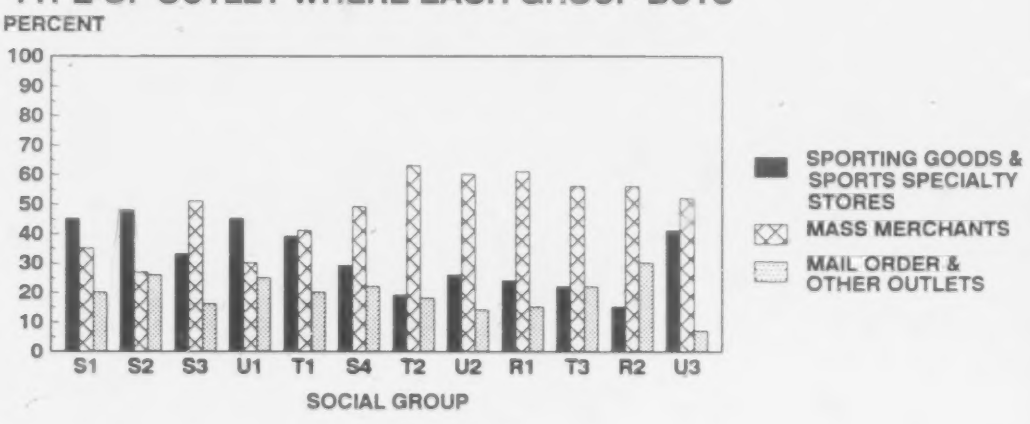
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OUTDOORS %	BACKPACKS %	1 - 2 PERSON TENTS %	3 + PERSON TENTS %	SLEEPING BAGS %	LANTERNS %	HIKING BOOTS %
PRIZM CODE:								
S1 SUBURBAN ELITE	5	5	6	1	4	6	5	5
S2 THE AFFLUENTIALS	7	7	9	7	7	7	8	7
S3 GREENBELT FAMILIES	13	15	19	18	16	20	7	10
U1 URBAN GENTRY	7	8	10	12	8	7	10	6
T1 EXURBAN BOOM	12	17	19	22	15	16	14	18
S4 SUBURBAN ELDERS	7	5	5	3	7	4	5	6
T2 SATELLITE BLUES	9	10	9	13	8	12	12	10
U2 MID-CITY MIX	7	4	5	4	2	4	3	4
R1 THE HEARTLAND	6	7	4	2	5	8	9	10
T3 SMALL-TOWN LIVING	11	8	5	8	7	7	11	11
R2 COUNTRY FOLK	9	9	4	5	14	8	13	9
U3 THE INNER CITY	8	4	5	4	7	3	3	4
	100	100	100	100	100	100	100	100
GEOGRAPHIC REGION:								
NEW ENGLAND	5	6	8	16	5	4	4	6
MIDDLE ATLANTIC	16	14	14	10	16	14	12	16
EAST NORTH CENTRAL	17	15	10	19	16	16	14	13
WEST NORTH CENTRAL	7	8	6	7	8	9	8	8
SOUTH ATLANTIC	18	14	15	13	11	13	15	16
EAST SOUTH CENTRAL	6	4	4	4	4	3	6	4
WEST SOUTH CENTRAL	11	8	6	12	9	7	8	9
MOUNTAIN	6	10	11	11	8	10	10	10
PACIFIC	14	21	26	8	22	24	24	19
	100	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:								
UNDER $15,000	25	13	13	11	14	11	20	15
$15,000 - $24,999	18	16	14	8	16	15	13	18
$25,000 - $34,999	16	17	16	24	16	17	18	18
$35,000 - $49,999	19	24	22	33	23	25	24	22
$50,000 AND OVER	22	30	34	24	31	32	25	28
	100	100	100	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$37372	$39506	$38210	$37623	$39192	$34397	$34989

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

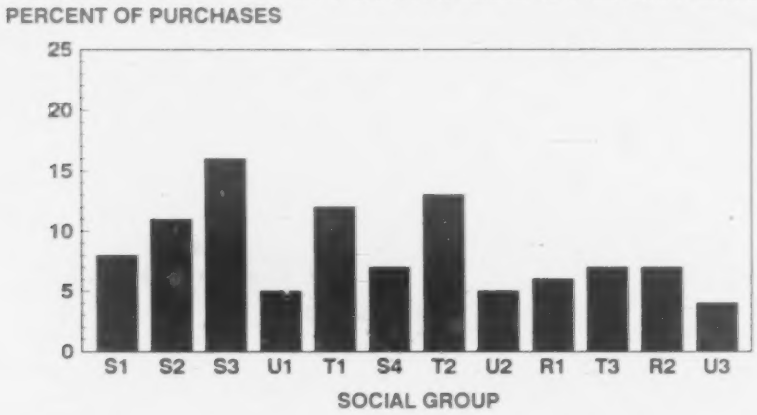
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OUTDOORS %	BACKPACKS %	1 - 2 PERSON TENTS %	3 + PERSON TENTS %	SLEEPING BAGS %	LANTERNS %	HIKING BOOTS %
MARKET SIZE:								
NON-RMA OR RMA UNDER 50,000	28	29	20	20	29	29	34	35
METROPOLITAN AREAS								
50,000-499,999	20	20	19	31	22	21	20	15
500,000-1,999,999	16	15	20	19	14	15	15	14
2,000,000 & OVER	36	36	41	30	35	34	31	37
	100	100	100	100	100	100	100	100
TYPE OF RESIDENCE:								
OWN HOUSE	61	62	62	58	63	65	63	62
RENT HOUSE	11	14	15	14	18	12	13	12
APARTMENT	15	11	14	11	8	11	10	11
CONDOMINIUM	3	2	2	2	3	1	1	3
TWINPLEX/DUPLEX	2	3	2	6	3	3	4	2
OTHER	8	7	6	10	5	6	9	9
	100	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION								
FAMILY								
HUSBAND & WIFE	57	64	60	47	68	69	62	63
SINGLE WITH CHILD OR OTHER RELATIVE	15	16	17	14	16	14	13	16
NON-FAMILY								
LIVING ALONE	24	15	16	37	11	12	18	15
LIVING WITH NON-RELATIVE	4	5	7	2	5	5	7	5
	100	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:								
1 MEMBER	24	15	16	37	11	12	18	15
2 MEMBERS	32	25	23	18	20	24	28	31
3 MEMBERS	18	21	18	18	26	19	19	22
4 MEMBERS	16	22	26	14	23	24	20	21
5 OR MORE MEMBERS	10	17	18	14	20	21	15	11
	100	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:								
LESS THAN HIGH SCHOOL	13	7	4	4	8	6	13	7
HIGH SCHOOL GRADUATE	30	26	18	17	28	28	31	27
ATTENDED COLLEGE	27	33	29	32	34	31	30	36
COLLEGE GRADUATE	30	35	48	46	30	35	25	30
	100	100	100	100	100	100	100	100

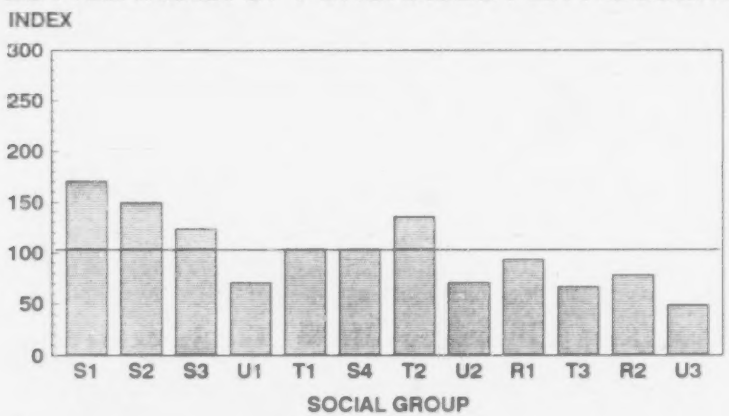
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OUTDOORS %	BACKPACKS %	1 - 2 PERSON TENTS %	3 + PERSON TENTS %	SLEEPING BAGS %	LANTERNS %	HIKING BOOTS %
OCCUPATION OF HOUSEHOLD HEAD:								
MANAGERIAL/ PROFESSIONAL	28	37	44	47	38	38	35	31
TECHNICAL/SALES/ ADMIN. SUPPORT	12	11	12	10	12	11	9	12
SERVICE	7	8	8	10	8	9	8	9
FARMING/FORESTRY/ FISHING	2	2	3	-	1	3	1	2
CRAFTSMAN/REPAIRMAN	9	14	10	9	12	13	20	18
OPERATOR/LABORER	8	10	7	9	11	11	7	9
STUDENT/RETIRED/OTHER	34	17	15	14	18	15	20	20
	100	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD								
FULL TIME	43	53	51	64	52	51	56	53
PART TIME	17	20	25	18	19	23	14	19
NOT EMPLOYED/ RETIRED	40	27	24	17	29	27	30	28
	100	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD								
FULL TIME	72	88	90	90	91	90	85	84
PART TIME	5	4	4	2	3	3	2	5
NOT EMPLOYED/ RETIRED	23	8	6	8	6	7	13	10
	100	100	100	100	100	100	100	100
AGE OF USER:								
UNDER 14	20	11	24	11	1	20	1	5
14 TO 17	5	5	10	6	1	5	1	4
18 TO 24	11	9	12	11	9	8	10	9
25 TO 34	18	26	19	37	31	20	29	28
35 TO 44	15	23	18	19	30	18	32	22
45 TO 64	19	14	7	14	10	9	19	22
65 AND OLDER	12	2	1	-	2	2	2	4
MULTIPLE AGES REPORTED	-	10	9	2	15	18	5	6
	100	100	100	100	100	100	100	100
MEDIAN AGE	32	32	24	30	34	29	37	35
	32							
SEX OF USER:								
MALE	49	64	57	83	57	52	78	74
FEMALE	51	24	35	15	20	27	16	21
HOUSEHOLD USE	-	13	9	2	23	22	7	5
	100	100	100	100	100	100	100	100

EXERCISE EQUIPMENT

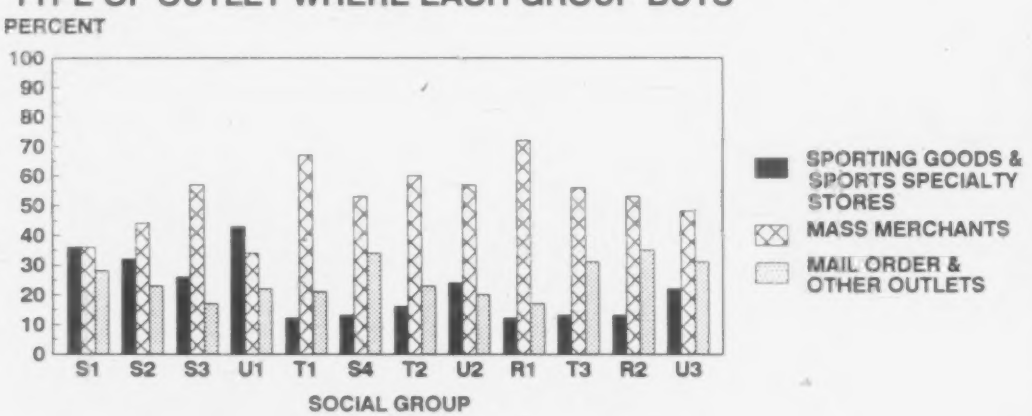
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	HOME GYMS %	TREAD-MILLS %	STATION-ARY BIKES %	ROWING MA-CHINES %	STAIR CLIMB-ERS %	WEIGHT BENCHES %	X-C SKI EXER-CISERS %	FREE WEIGHTS/ WEIGHT SETS %
PRIZM CODE:										
S1 SUBURBAN ELITE	5	8	-	8	11	12	3	2	11	6
S2 THE AFFLUENTIALS	7	11	20	10	8	10	19	6	9	8
S3 GREENBELT FAMILIES	13	16	10	17	15	8	27	13	11	21
U1 URBAN GENTRY	7	5	2	5	5	8	7	5	8	6
T1 EXURBAN BOOM	12	12	10	13	14	8	10	5	15	10
S4 SUBURBAN ELDERS	7	7	9	5	7	12	5	13	6	8
T2 SATELLITE BLUES	9	13	15	15	13	7	12	12	8	8
U2 MID-CITY MIX	7	5	4	5	3	5	6	3	8	7
R1 THE HEARTLAND	6	6	-	6	7	7	2	13	10	7
T3 SMALL-TOWN LIVING	11	7	9	6	9	5	5	9	6	8
R2 COUNTRY FOLK	9	7	14	7	6	3	4	8	7	4
U3 THE INNER CITY	8	4	7	2	3	15	1	10	2	7
	100	100	100	100	100	100	100	100	100	100
GEOGRAPHIC REGION:										
NEW ENGLAND	5	9	17	4	8	16	9	11	6	9
MIDDLE ATLANTIC	16	15	23	12	11	22	21	19	17	19
EAST NORTH CENTRAL	17	21	13	25	25	17	16	16	14	18
WEST NORTH CENTRAL	7	7	1	10	9	5	3	3	10	6
SOUTH ATLANTIC	18	15	16	13	12	16	20	17	21	10
EAST SOUTH CENTRAL	6	5	6	6	5	1	-	6	3	3
WEST SOUTH CENTRAL	11	11	9	15	11	6	12	6	7	8
MOUNTAIN	6	5	1	4	7	8	2	5	7	11
PACIFIC	14	13	14	10	13	10	17	18	16	16
	100	100	100	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:										
UNDER $15,000	25	9	10	10	7	3	9	9	9	7
$15,000 - $24,999	18	10	8	7	13	4	7	22	9	16
$25,000 - $34,999	16	14	19	12	13	17	16	15	8	20
$35,000 - $49,999	19	23	22	20	24	30	18	23	28	30
$50,000 AND OVER	22	45	41	51	43	46	49	31	46	28
	100	100	100	100	100	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$46350	$43534	$50256	$45608	$47869	$49433	$37932	$48027	$38837

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

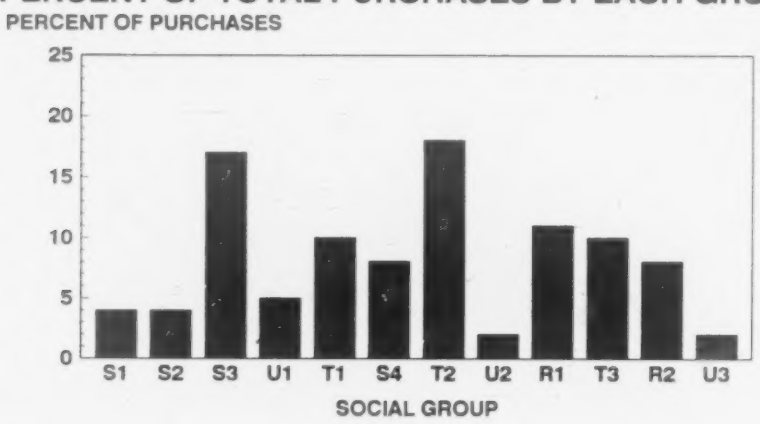
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	HOME GYMS %	TREAD-MILLS %	STATION-ARY BIKES %	ROWING MA-CHINES %	STAIR CLIMB-ERS %	WEIGHT BENCHES %	X-C SKI EXER-CISERS %	FREE WEIGHTS/ WEIGHT SETS %
MARKET SIZE:										
NON-RMA OR RMA UNDER 50,000	28	24	23	24	28	12	16	26	24	20
METROPOLITAN AREAS										
50,000-499,999	20	16	23	13	14	17	16	19	17	17
500,000-1,999,999	16	16	19	18	17	22	15	14	7	13
2,000,000 & OVER	36	44	35	45	41	49	53	41	52	50
	100	100	100	100	100	100	100	100	100	100
TYPE OF RESIDENCE:										
OWN HOUSE	61	70	65	78	69	75	61	66	67	55
RENT HOUSE	11	9	8	4	8	13	10	19	19	22
APARTMENT	15	10	14	7	8	3	16	12	9	14
CONDOMINIUM	3	6	6	6	7	5	7	-	1	4
TWINPLEX/DUPLEX	2	1	4	1	1	-	2	2	-	3
OTHER	8	4	3	4	7	4	5	-	3	2
	100	100	100	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION										
FAMILY										
HUSBAND & WIFE	57	74	74	80	76	79	64	63	72	50
SINGLE WITH CHILD OR OTHER RELATIVE	15	7	4	6	5	11	4	21	7	20
NON-FAMILY										
LIVING ALONE	24	15	14	13	16	10	20	12	19	15
LIVING WITH NON-RELATIVE	4	4	8	1	3	1	13	4	1	14
	100	100	100	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:										
1 MEMBER	24	15	14	13	16	10	20	12	19	15
2 MEMBERS	32	31	20	39	35	24	31	24	24	30
3 MEMBERS	18	23	28	26	19	18	16	27	25	17
4 MEMBERS	16	19	20	15	16	32	25	20	19	26
5 OR MORE MEMBERS	10	12	19	7	14	16	9	17	13	12
	100	100	100	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:										
LESS THAN HIGH SCHOOL	13	7	11	8	6	7	2	11	4	4
HIGH SCHOOL GRADUATE	30	22	26	24	19	20	18	25	24	19
ATTENDED COLLEGE	27	32	21	36	34	25	30	41	26	43
COLLEGE GRADUATE	30	39	43	31	41	49	50	23	47	34
	100	100	100	100	100	100	100	100	100	100

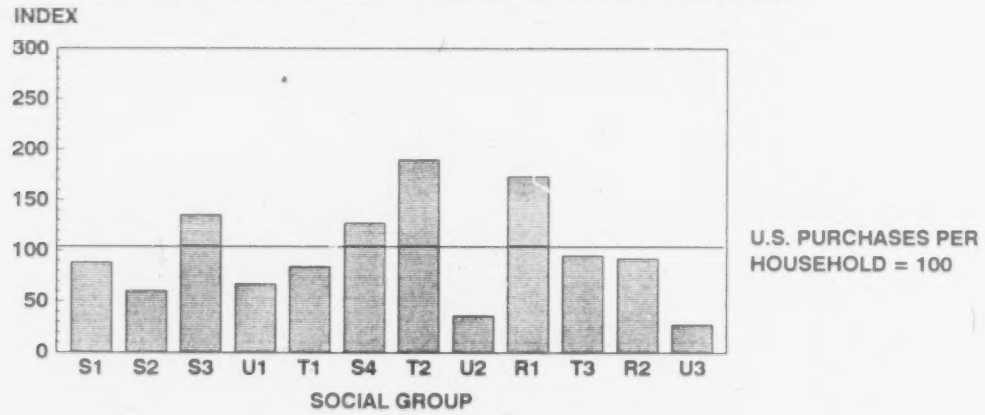
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	HOME GYMS %	TREAD-MILLS %	STATION-ARY BIKES %	ROWING MA-CHINES %	STAIR CLIMB-ERS %	WEIGHT BENCHES %	X-C SKI EXER-CISERS %	FREE WEIGHTS/ WEIGHT SETS %
OCCUPATION OF HOUSEHOLD HEAD:										
MANAGERIAL/ PROFESSIONAL	28	41	33	41	41	50	50	27	55	33
TECHNICAL/SALES/ ADMIN. SUPPORT	12	13	12	10	13	18	12	16	17	24
SERVICE	7	8	20	3	7	2	7	8	5	8
FARMING/FORESTRY/ FISHING	2	2	2	2	2	6	-	4	3	3
CRAFTSMAN/REPAIRMAN	9	10	13	11	9	5	7	16	4	8
OPERATOR/LABORER	8	6	4	5	6	7	6	8	7	9
STUDENT/RETIRED/OTHER	34	20	16	27	22	13	18	21	9	14
	100	100	100	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD										
FULL TIME	43	53	58	44	52	50	63	53	66	56
PART TIME	17	17	20	18	15	25	15	27	10	19
NOT EMPLOYED/ RETIRED	40	30	22	38	32	25	22	20	24	24
	100	100	100	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD										
FULL TIME	72	83	90	81	78	92	84	81	93	85
PART TIME	5	3	-	1	6	1	9	3	2	6
NOT EMPLOYED/ RETIRED	23	13	10	18	16	7	7	16	5	9
	100	100	100	100	100	100	100	100	100	100
AGE OF USER:										
UNDER 14	20	1	-	-	-	2	-	11	-	4
14 TO 17	5	2	4	-	-	4	-	30	-	11
18 TO 24	11	5	15	2	2	5	5	11	1	15
25 TO 34	18	23	39	12	22	10	33	20	19	37
35 TO 44	15	26	26	21	28	50	29	15	34	20
45 TO 64	19	28	9	42	29	18	21	8	41	6
65 AND OLDER	12	7	-	9	12	6	6	2	3	3
MULTIPLE AGES REPORTED	-	8	6	14	7	5	5	3	1	5
	100	100	100	100	100	100	100	100	100	100
MEDIAN AGE	32	40	31	48	42	40	38	22	43	29
	32									
SEX OF USER:										
MALE	49	45	70	30	40	55	36	95	29	82
FEMALE	51	45	19	55	52	42	58	4	63	17
HOUSEHOLD USE	-	9	11	15	8	3	7	1	8	2
	100	100	100	100	100	100	100	100	100	100

FISHING TACKLE

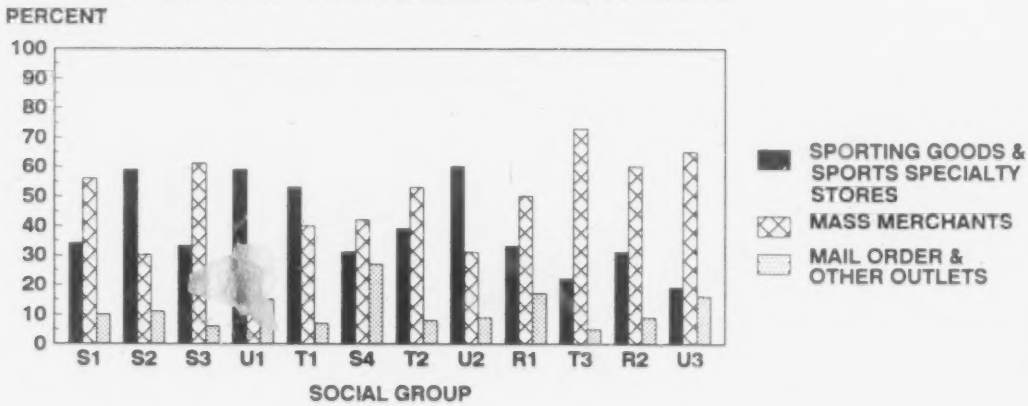
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL FISHING TACKLE %	ROD-REEL COMBOS %	SEPARATE REELS %	TACKLE BOXES %
PRIZM CODE:					
S1 SUBURBAN ELITE	5	4	4	4	2
S2 THE AFFLUENTIALS	7	4	5	4	5
S3 GREENBELT FAMILIES	13	17	11	22	15
U1 URBAN GENTRY	7	5	6	4	5
T1 EXURBAN BOOM	12	10	12	8	9
S4 SUBURBAN ELDERS	7	8	9	8	6
T2 SATELLITE BLUES	9	18	12	22	20
U2 MID-CITY MIX	7	2	3	1	5
R1 THE HEARTLAND	6	11	9	13	7
T3 SMALL-TOWN LIVING	11	10	14	8	10
R2 COUNTRY FOLK	9	8	12	4	15
U3 THE INNER CITY	8	2	3	1	2
	100	100	100	100	100
GEOGRAPHIC REGION:					
NEW ENGLAND	5	6	6	6	3
MIDDLE ATLANTIC	16	12	12	11	15
EAST NORTH CENTRAL	17	22	17	28	16
WEST NORTH CENTRAL	7	10	6	13	11
SOUTH ATLANTIC	18	18	21	14	24
EAST SOUTH CENTRAL	6	3	5	2	5
WEST SOUTH CENTRAL	11	11	12	10	9
MOUNTAIN	6	8	9	8	7
PACIFIC	14	11	13	9	11
	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:					
UNDER $15,000	25	13	13	11	16
$15,000 - $24,999	18	10	13	7	13
$25,000 - $34,999	16	21	19	23	14
$35,000 - $49,999	19	24	23	23	34
$50,000 AND OVER	22	33	31	35	24
	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$39092	$37888	$40273	$38281

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

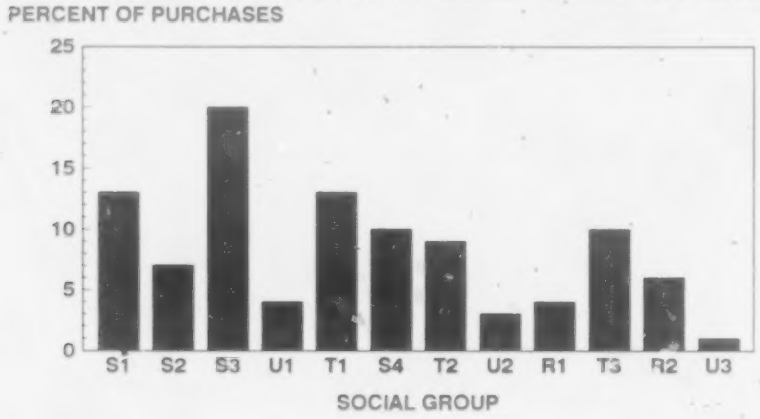
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL FISHING TACKLE %	ROD-REEL COMBOS %	SEPARATE REELS %	TACKLE BOXES %
MARKET SIZE:					
NON-RMA OR RMA UNDER 50,000	28	34	35	34	33
METROPOLITAN AREAS					
50,000-499,999	20	19	22	16	22
500,000-1,999,999	16	17	14	18	18
2,000,000 & OVER	36	30	29	32	27
	100	100	100	100	100
TYPE OF RESIDENCE:					
OWN HOUSE	61	69	64	75	66
RENT HOUSE	11	10	12	8	11
APARTMENT	15	6	8	5	7
CONDOMINIUM	3	2	1	3	-
TWINPLEX/DUPLEX	2	2	3	1	2
OTHER	8	10	11	8	13
	100	100	100	100	100
HOUSEHOLD DESIGNATION					
FAMILY					
HUSBAND & WIFE	57	74	70	78	69
SINGLE WITH CHILD OR OTHER RELATIVE	15	11	12	9	15
NON-FAMILY					
LIVING ALONE	24	10	11	8	12
LIVING WITH NON-RELATIVE	4	5	6	5	5
	100	100	100	100	100
SIZE OF HOUSEHOLD:					
1 MEMBER	24	10	11	8	12
2 MEMBERS	32	33	29	37	28
3 MEMBERS	18	17	20	14	17
4 MEMBERS	16	21	23	20	20
5 OR MORE MEMBERS	10	20	17	21	23
	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:					
LESS THAN HIGH SCHOOL	13	7	8	6	9
HIGH SCHOOL GRADUATE	30	32	34	30	32
ATTENDED COLLEGE	27	31	33	29	38
COLLEGE GRADUATE	30	30	25	35	21
	100	100	100	100	100

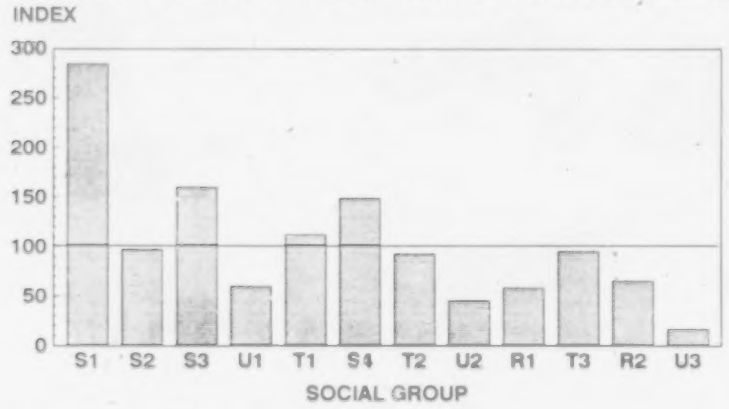
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL FISHING TACKLE %	ROD-REEL COMBOS %	SEPARATE REELS %	TACKLE BOXES %
OCCUPATION OF HOUSEHOLD HEAD:					
MANAGERIAL/ PROFESSIONAL	28	33	28	37	31
TECHNICAL/SALES/ ADMIN. SUPPORT	12	14	14	15	10
SERVICE	7	6	6	6	6
FARMING/FORESTRY/ FISHING	2	2	2	3	1
CRAFTSMAN/REPAIRMAN	9	16	16	15	21
OPERATOR/LABORER	8	9	10	7	11
STUDENT/RETIRED/OTHER	34	19	23	17	19
	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD					
FULL TIME	43	43	50	37	46
PART TIME	17	27	19	32	30
NOT EMPLOYED/ RETIRED	40	30	31	31	24
	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD					
FULL TIME	72	87	83	90	82
PART TIME	5	2	2	1	4
NOT EMPLOYED/ RETIRED	23	12	15	10	14
	100	100	100	100	100
AGE OF USER:					
UNDER 14	20	7	8	6	7
14 TO 17	5	3	2	4	2
18 TO 24	11	9	6	11	11
25 TO 34	18	22	24	20	20
35 TO 44	15	27	26	28	33
45 TO 64	19	22	24	22	14
65 AND OLDER	12	5	8	2	9
MULTIPLE AGES REPORTED	-	5	3	8	3
	100	100	100	100	100
MEDIAN AGE	32	37	38	37	37
	32				
SEX OF USER:					
MALE	49	88	86	90	89
FEMALE	51	6	9	4	9
HOUSEHOLD USE	-	5	5	6	2
	100	100	100	100	100

GOLF EQUIPMENT

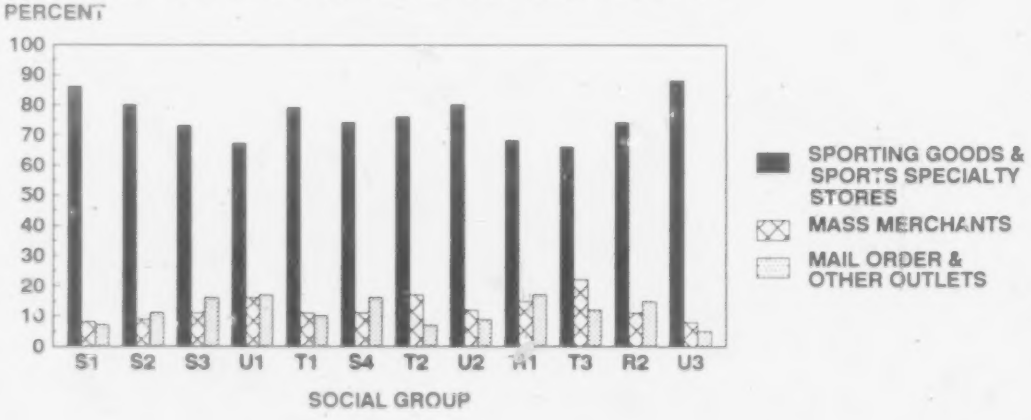
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL GOLF EQUIPMENT %	CLUBS SETS %	CLUBS INDIVIDUAL %	SHOES %	BALLS %
PRIZM CODE:						
S1 SUBURBAN ELITE	5	13	13	13	13	13
S2 THE AFFLUENTIALS	7	7	5	11	14	10
S3 GREENBELT FAMILIES	13	20	21	18	17	19
U1 URBAN GENTRY	7	4	5	4	6	5
T1 EXURBAN BOOM	12	13	14	12	14	12
S4 SUBURBAN ELDERS	7	10	10	8	12	10
T2 SATELLITE BLUES	9	9	10	7	6	6
U2 MID-CITY MIX	7	3	3	4	2	2
R1 THE HEARTLAND	6	4	3	5	4	5
T3 SMALL-TOWN LIVING	11	10	10	10	8	13
R2 COUNTRY FOLK	9	6	6	6	3	4
U3 THE INNER CITY	8	1	1	2	2	1
	100	100	100	100	100	100
GEOGRAPHIC REGION:						
NEW ENGLAND	5	8	9	5	7	5
MIDDLE ATLANTIC	16	20	21	17	16	15
EAST NORTH CENTRAL	17	15	15	15	18	17
WEST NORTH CENTRAL	7	8	7	9	6	8
SOUTH ATLANTIC	18	18	18	17	23	22
EAST SOUTH CENTRAL	6	3	2	4	3	4
WEST SOUTH CENTRAL	11	9	8	11	8	10
MOUNTAIN	6	6	6	5	5	5
PACIFIC	14	15	14	17	14	14
	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:						
UNDER $15,000	25	4	4	4	3	4
$15,000 - $24,999	18	9	8	12	9	8
$25,000 - $34,999	16	16	16	16	10	12
$35,000 - $49,999	19	21	21	21	20	21
$50,000 AND OVER	22	50	51	47	57	55
	100	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$49685	$50409	$47874	$53051	$52351

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

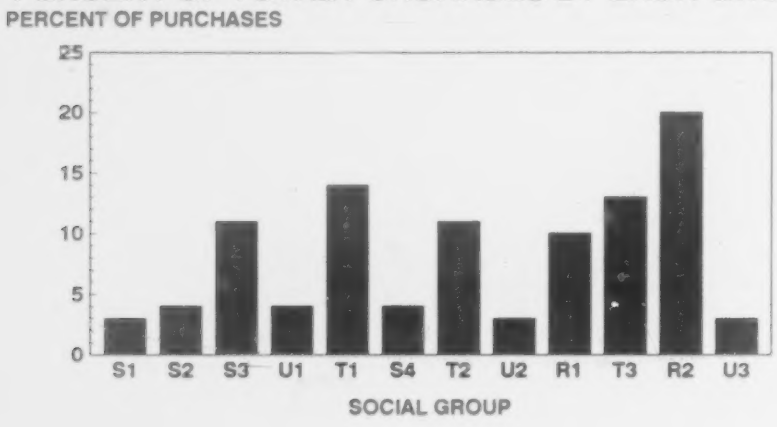
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL GOLF EQUIPMENT %	CLUBS SETS %	CLUBS INDIVIDUAL %	SHOES %	BALLS %
MARKET SIZE:						
NON-RMA OR RMA UNDER 50,000	28	20	19	21	13	19
METROPOLITAN AREAS						
50,000-499,999	20	18	18	17	22	21
500,000-1,999,999	16	15	14	18	17	17
2,000,000 & OVER	36	48	49	45	48	44
	100	100	100	100	100	100
TYPE OF RESIDENCE:						
OWN HOUSE	61	73	71	78	77	71
RENT HOUSE	11	6	7	5	5	5
APARTMENT	15	7	8	4	7	8
CONDOMINIUM	3	5	5	4	5	4
TWINPLEX/DUPLEX	2	3	4	2	2	3
OTHER	8	6	6	6	4	9
	100	100	100	100	100	100
HOUSEHOLD DESIGNATION						
FAMILY						
HUSBAND & WIFE	57	71	67	78	78	76
SINGLE WITH CHILD OR OTHER RELATIVE	15	7	8	4	6	6
NON-FAMILY						
LIVING ALONE	24	17	18	15	14	16
LIVING WITH NON-RELATIVE	4	5	6	3	3	2
	100	100	100	100	100	100
SIZE OF HOUSEHOLD:						
1 MEMBER	24	17	18	15	14	16
2 MEMBERS	32	40	40	40	46	31
3 MEMBERS	18	16	16	16	16	20
4 MEMBERS	16	16	15	18	14	19
5 OR MORE MEMBERS	10	10	10	11	11	15
	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:						
LESS THAN HIGH SCHOOL	13	3	4	2	3	8
HIGH SCHOOL GRADUATE	30	16	15	16	19	18
ATTENDED COLLEGE	27	27	26	29	26	21
COLLEGE GRADUATE	30	54	54	53	51	53
	100	100	100	100	100	100

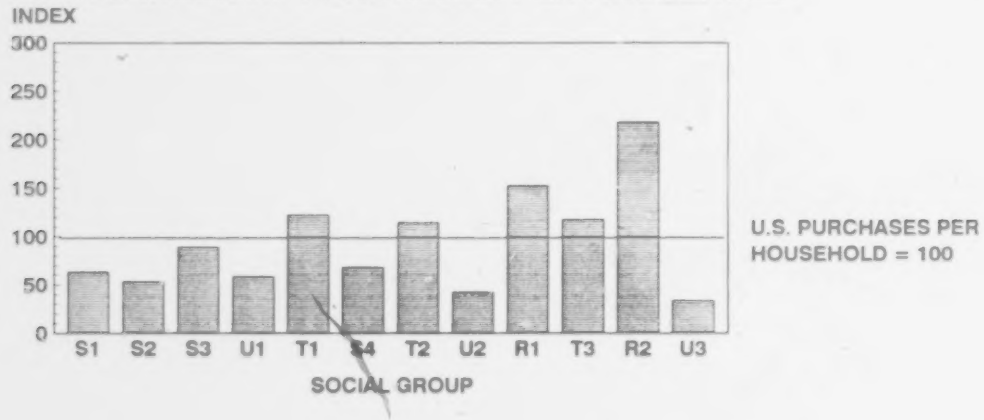
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL GOLF EQUIPMENT %	CLUBS SETS %	CLUBS INDIVIDUAL %	SHOES %	BALLS %
OCCUPATION OF HOUSEHOLD HEAD:						
MANAGERIAL/ PROFESSIONAL	28	48	49	45	46	50
TECHNICAL/SALES/ ADMIN. SUPPORT	12	14	15	11	9	12
SERVICE	7	3	3	3	4	4
FARMING/FORESTRY/ FISHING	2	1	1	1	-	2
CRAFTSMAN/REPAIRMAN	9	7	8	6	6	6
OPERATOR/LABORER	8	4	4	5	2	5
STUDENT/RETIRED/OTHER	34	23	20	29	33	20
	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD						
FULL TIME	43	49	54	40	39	50
PART TIME	17	23	21	27	24	23
NOT EMPLOYED/ RETIRED	40	28	25	33	36	27
	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD						
FULL TIME	72	77	80	72	67	82
PART TIME	5	4	3	4	5	3
NOT EMPLOYED/ RETIRED	23	19	16	24	28	15
	100	100	100	100	100	100
AGE OF USER:						
UNDER 14	20	2	2	2	1	-
14 TO 17	5	3	3	3	3	1
18 TO 24	11	6	7	3	2	3
25 TO 34	18	22	21	24	15	22
35 TO 44	15	21	21	21	22	31
45 TO 64	19	31	32	29	34	28
65 AND OLDER	12	12	10	16	21	10
MULTIPLE AGES REPORTED	-	4	4	4	3	5
	100	100	100	100	100	100
MEDIAN AGE	32	42	41	42	48	41
	32					
SEX OF USER:						
MALE	49	83	80	88	82	82
FEMALE	51	13	15	8	15	7
HOUSEHOLD USE	-	4	4	4	3	11
	100	100	100	100	100	100

HUNTING EQUIPMENT

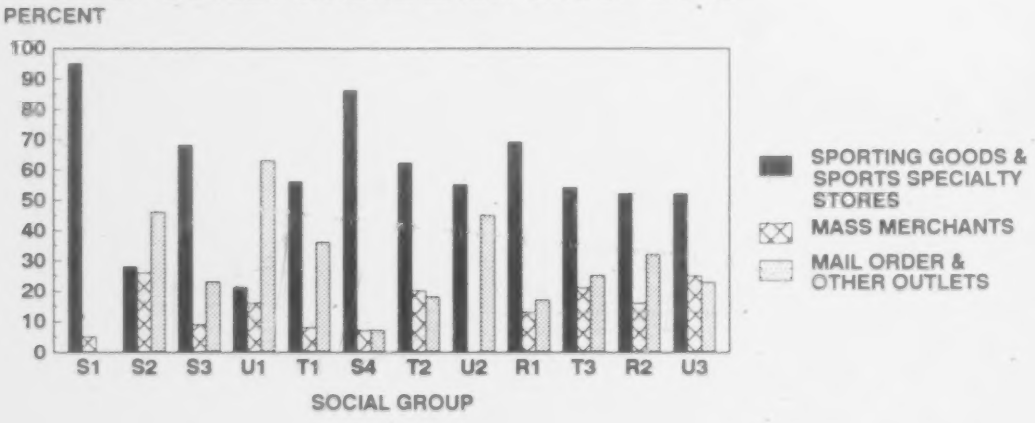
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL HUNTING EQUIPMENT %	SHOTGUNS %	RIFLES %	ARCHERY BOWS %
PRIZM CODE:					
S1 SUBURBAN ELITE	5	3	1	4	3
S2 THE AFFLUENTIALS	7	4	2	6	1
S3 GREENBELT FAMILIES	13	11	12	13	4
U1 URBAN GENTRY	7	4	5	3	6
T1 EXURBAN BOOM	12	14	17	12	17
S4 SUBURBAN ELDERS	7	4	4	4	6
T2 SATELLITE BLUES	9	11	12	9	14
U2 MID-CITY MIX	7	3	3	2	7
R1 THE HEARTLAND	6	10	8	10	10
T3 SMALL-TOWN LIVING	11	13	15	12	9
R2 COUNTRY FOLK	9	20	17	22	23
U3 THE INNER CITY	8	3	4	2	1
	100	100	100	100	100
GEOGRAPHIC REGION:					
NEW ENGLAND	5	5	3	7	4
MIDDLE ATLANTIC	16	13	15	10	18
EAST NORTH CENTRAL	17	15	22	11	12
WEST NORTH CENTRAL	7	8	10	6	8
SOUTH ATLANTIC	18	21	20	20	23
EAST SOUTH CENTRAL	6	5	5	6	4
WEST SOUTH CENTRAL	11	17	13	21	14
MOUNTAIN	6	5	4	5	7
PACIFIC	14	11	8	14	11
	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:					
UNDER $15,000	25	13	11	15	11
$15,000 - $24,999	18	14	15	13	17
$25,000 - $34,999	16	17	17	15	22
$35,000 - $49,999	19	29	31	29	27
$50,000 AND OVER	22	27	27	29	24
	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$38443	$38732	$39094	$35458

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

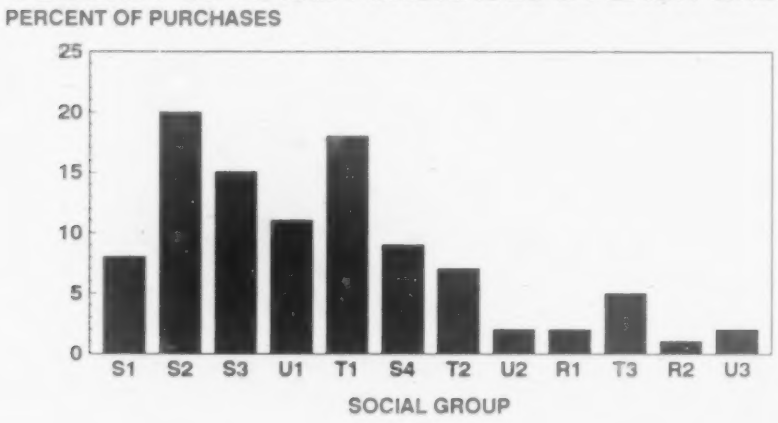
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL HUNTING EQUIPMENT %	SHOTGUNS %	RIFLES %	ARCHERY BOWS %
MARKET SIZE:					
NON-RMA OR RMA UNDER 50,000	28	40	37	43	41
METROPOLITAN AREAS					
50,000-499,999	20	17	19	15	18
500,000-1,999,999	16	13	12	14	11
2,000,000 & OVER	36	30	33	28	30
	100	100	100	100	100
TYPE OF RESIDENCE:					
OWN HOUSE	61	70	73	64	80
RENT HOUSE	11	12	8	17	7
APARTMENT	15	5	3	8	2
CONDOMINIUM	3	1	-	2	-
TWINPLEX/DUPLEX	2	1	2	1	3
OTHER	8	11	15	9	8
	100	100	100	100	100
HOUSEHOLD DESIGNATION					
FAMILY					
HUSBAND & WIFE	57	74	78	67	86
SINGLE WITH CHILD OR OTHER RELATIVE	15	12	10	13	9
NON-FAMILY					
LIVING ALONE	24	12	10	16	2
LIVING WITH NON-RELATIVE	4	3	2	4	3
	100	100	100	100	100
SIZE OF HOUSEHOLD:					
1 MEMBER	24	12	10	16	2
2 MEMBERS	32	26	29	23	27
3 MEMBERS	18	26	26	27	25
4 MEMBERS	16	22	22	21	26
5 OR MORE MEMBERS	10	14	13	13	20
	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:					
LESS THAN HIGH SCHOOL	13	10	9	9	15
HIGH SCHOOL GRADUATE	30	33	36	27	43
ATTENDED COLLEGE	27	35	30	42	29
COLLEGE GRADUATE	30	22	25	22	14
	100	100	100	100	100

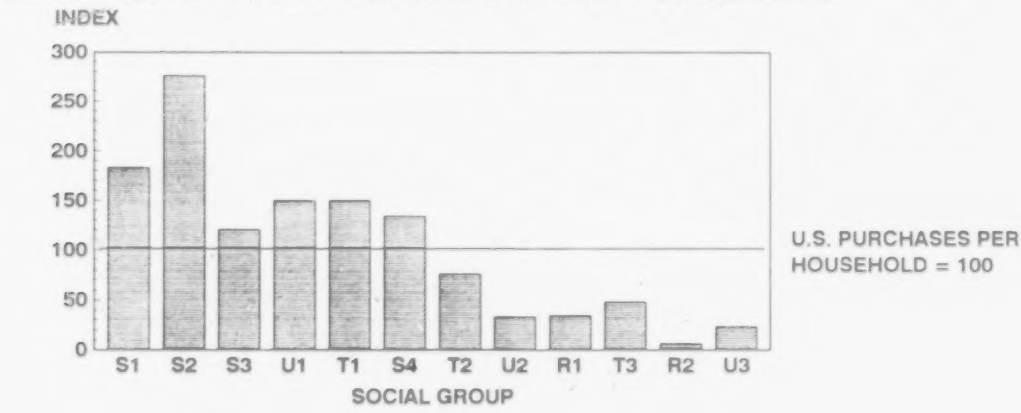
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL HUNTING EQUIPMENT %	SHOTGUNS %	RIFLES %	ARCHERY BOWS %
OCCUPATION OF HOUSEHOLD HEAD:					
MANAGERIAL/ PROFESSIONAL	28	33	33	35	24
TECHNICAL/SALES/ ADMIN. SUPPORT	12	10	11	8	10
SERVICE	7	5	3	5	5
FARMING/FORESTRY/ FISHING	2	5	4	6	1
CRAFTSMAN/REPAIRMAN	9	19	19	15	31
OPERATOR/LABORER	8	9	9	7	19
STUDENT/RETIRED/OTHER	34	20	20	23	10
	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD					
FULL TIME	43	60	62	61	49
PART TIME	17	14	12	14	21
NOT EMPLOYED/ RETIRED	40	26	26	25	30
	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD					
FULL TIME	72	88	91	83	93
PART TIME	5	2	1	2	3
NOT EMPLOYED/ RETIRED	23	11	8	15	4
	100	100	100	100	100
AGE OF USER:					
UNDER 14	20	3	4	1	5
14 TO 17	5	4	2	4	10
18 TO 24	11	9	7	11	8
25 TO 34	18	29	30	31	25
35 TO 44	15	27	30	26	26
45 TO 64	19	23	26	22	19
65 AND OLDER	12	3	1	4	1
MULTIPLE AGES REPORTED	-	1	-	-	6
	100	100	100	100	100
MEDIAN AGE	32	36	37	36	34
	32				
SEX OF USER:					
MALE	49	96	97	98	92
FEMALE	51	3	3	2	5
HOUSEHOLD USE	-	1	-	-	3
	100	100	100	100	100

SKI EQUIPMENT

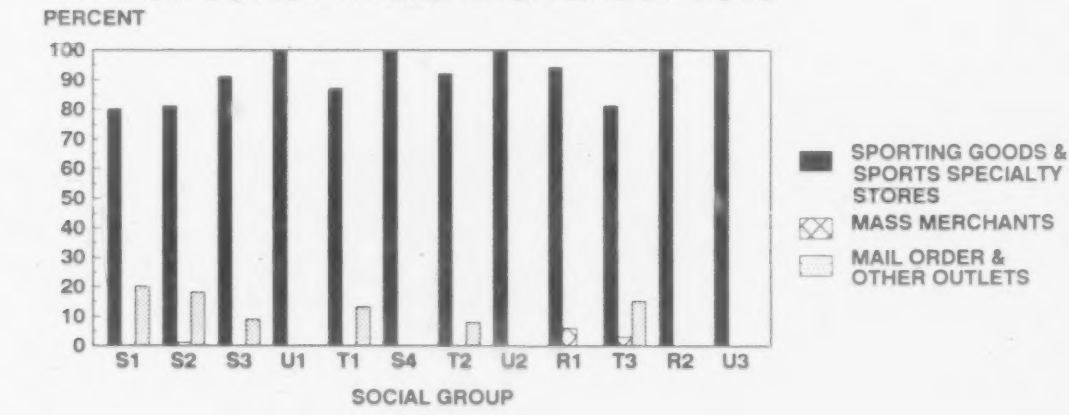
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL SKI EQUIPMENT %	CROSS-COUNTRY SKIS %	DOWNHILL SKIS %
PRIZM CODE:				
S1 SUBURBAN ELITE	5	8	6	9
S2 THE AFFLUENTIALS	7	20	9	23
S3 GREENBELT FAMILIES	13	15	8	17
U1 URBAN GENTRY	7	11	8	12
T1 EXURBAN BOOM	12	18	26	15
S4 SUBURBAN ELDERS	7	9	7	9
T2 SATELLITE BLUES	9	7	8	7
U2 MID-CITY MIX	7	2	4	2
R1 THE HEARTLAND	6	2	6	1
T3 SMAEL-TOWN LIVING	11	5	13	3
R2 COUNTRY FOLK	9	1	3	-
U3 THE INNER CITY	8	2	2	2
	100	100	100	100
GEOGRAPHIC REGION:				
NEW ENGLAND	5	16	13	17
MIDDLE ATLANTIC	16	27	19	30
EAST NORTH CENTRAL	17	20	27	18
WEST NORTH CENTRAL	7	2	12	-
SOUTH ATLANTIC	18	4	-	5
EAST SOUTH CENTRAL	6	-	2	-
WEST SOUTH CENTRAL	11	1	-	2
MOUNTAIN	6	9	8	9
PACIFIC	14	20	19	20
	100	100	100	100
ANNUAL HOUSEHOLD INCOME:				
UNDER $15,000	25	3	6	2
$15,000 - $24,999	18	9	20	6
$25,000 - $34,999	16	11	22	8
$35,000 - $49,999	19	19	14	20
$50,000 AND OVER	22	59	38	64
	100	100	100	100
MEDIAN INCOME	$29375 29375	$53750	$37070	$55499

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

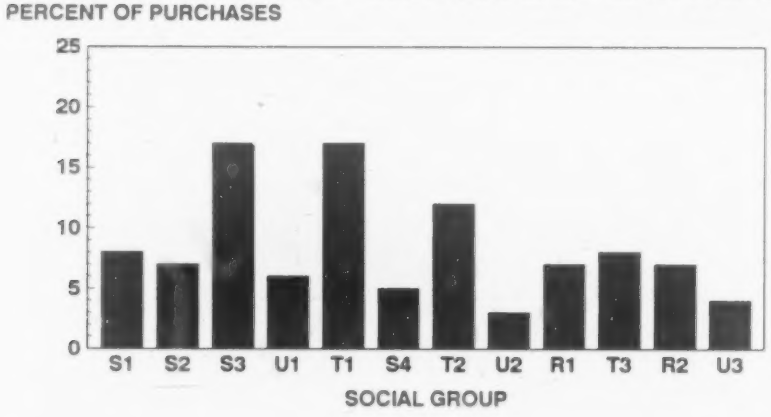
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL SKI EQUIPMENT %	CROSS-COUNTRY SKIS %	DOWNHILL SKIS %
MARKET SIZE:				
NON-RMA OR RMA UNDER 50,000	28	14	32	9
METROPOLITAN AREAS				
50,000-499,999	20	20	23	19
500,000-1,999,999	16	18	16	18
2,000,000 & OVER	36	48	29	53
	100	100	100	100
TYPE OF RESIDENCE:				
OWN HOUSE	61	71	64	73
RENT HOUSE	11	12	7	14
APARTMENT	15	9	14	7
CONDOMINIUM	3	2	-	2
TWINPLEX/DUPLEX	2	1	6	-
OTHER	8	5	9	4
	100	100	100	100
HOUSEHOLD DESIGNATION				
FAMILY				
HUSBAND & WIFE	57	67	67	67
SINGLE WITH CHILD OR OTHER RELATIVE	15	16	14	16
NON-FAMILY				
LIVING ALONE	24	10	10	10
LIVING WITH NON-RELATIVE	4	7	9	6
	100	100	100	100
SIZE OF HOUSEHOLD:				
1 MEMBER	24	10	10	10
2 MEMBERS	32	24	34	21
3 MEMBERS	18	23	18	25
4 MEMBERS	16	26	20	27
5 OR MORE MEMBERS	10	17	18	16
	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:				
LESS THAN HIGH SCHOOL	13	-	-	-
HIGH SCHOOL GRADUATE	30	19	22	18
ATTENDED COLLEGE	27	32	26	34
COLLEGE GRADUATE	30	49	52	48
	100	100	100	100

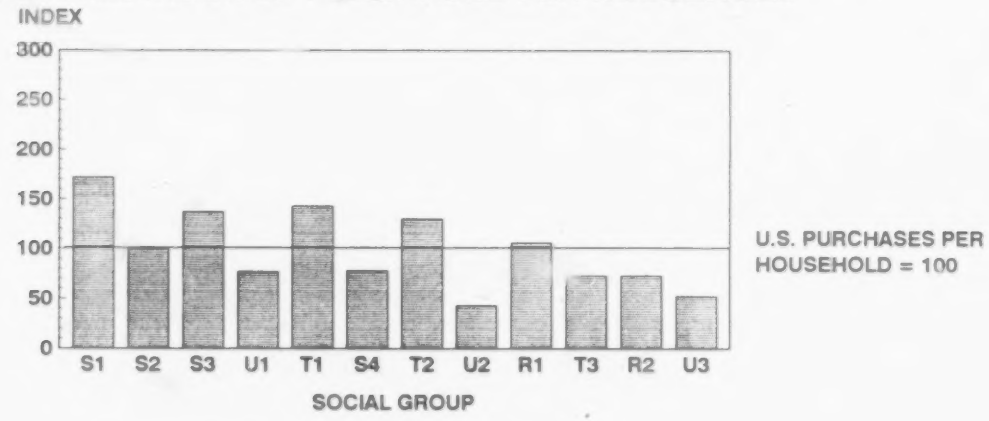
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL SKI EQUIPMENT %	CROSS-COUNTRY SKIS %	DOWNHILL SKIS %
OCCUPATION OF HOUSEHOLD HEAD:				
MANAGERIAL/ PROFESSIONAL	28	53	50	53
TECHNICAL/SALES/ ADMIN. SUPPORT	12	11	10	12
SERVICE	7	5	6	5
FARMING/FORESTRY/ FISHING	2	1	5	-
CRAFTSMAN/REPAIRMAN	9	9	5	9
OPERATOR/LABORER	8	10	8	10
STUDENT/RETIRED/OTHER	34	12	17	11
	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD				
FULL TIME	43	60	46	64
PART TIME	17	21	31	19
NOT EMPLOYED/ RETIRED	40	19	23	18
	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD				
FULL TIME	72	89	81	91
PART TIME	5	8	7	8
NOT EMPLOYED/ RETIRED	23	3	12	1
	100	100	100	100
AGE OF USER:				
UNDER 14	20	3	7	1
14 TO 17	5	12	8	13
18 TO 24	11	19	11	21
25 TO 34	18	25	29	23
35 TO 44	15	16	22	14
45 TO 64	19	8	14	6
65 AND OLDER	12	1	1	1
MULTIPLE AGES REPORTED	-	17	8	20
	100	100	100	100
MEDIAN AGE	32	28	31	27
	32			
SEX OF USER:				
MALE	49	56	54	56
FEMALE	51	27	41	23
HOUSEHOLD USE	-	17	5	21
	100	100	100	100

TEAM SPORTS EQUIPMENT

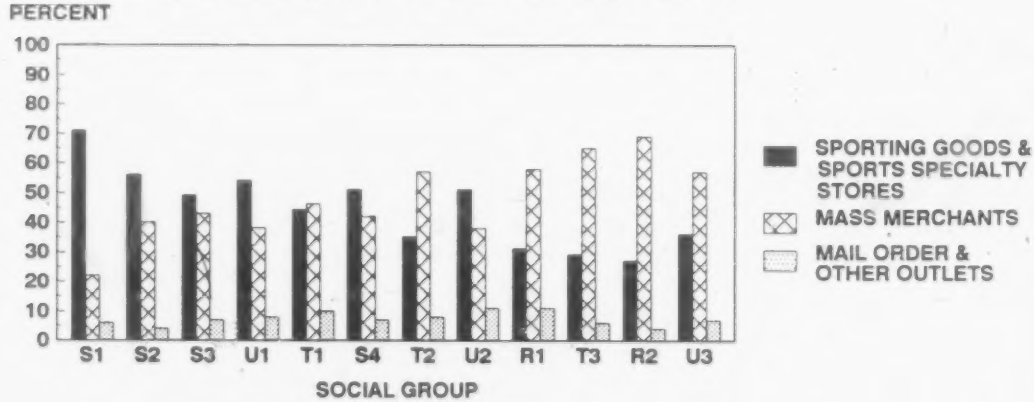
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TEAM SPORTS EQUIPMENT %	SOCCER BALLS %	BASEBALL MITTS %	BASKETBALLS %	BASKETBALL BACKBOARDS %	HOCKEY STICKS %	VOLLEYBALLS %
PRIZM CODE:								
S1 SUBURBAN ELITE	5	8	10	8	6	7	10	11
S2 THE AFFLUENTIALS	7	7	17	8	6	4	11	6
S3 GREENBELT FAMILIES	13	17	17	21	17	16	11	10
U1 URBAN GENTRY	7	6	7	7	6	4	-	6
T1 EXURBAN BOOM	12	17	18	13	15	23	14	15
S4 SUBURBAN ELDERS	7	5	6	6	4	5	6	5
T2 SATELLITE BLUES	9	12	7	8	13	15	21	19
U2 MID-CITY MIX	7	3	1	3	4	2	9	1
R1 THE HEARTLAND	6	7	2	6	7	6	6	14
T3 SMALL-TOWN LIVING	11	8	9	8	8	9	6	3
R2 COUNTRY FOLK	9	7	3	8	8	7	1	7
U3 THE INNER CITY	8	4	3	5	6	2	5	3
	100	100	100	100	100	100	100	100
GEOGRAPHIC REGION:								
NEW ENGLAND	5	6	4	6	5	4	27	2
MIDDLE ATLANTIC	16	15	16	15	16	12	24	10
EAST NORTH CENTRAL	17	18	15	13	18	27	21	18
WEST NORTH CENTRAL	7	8	7	8	6	5	17	14
SOUTH ATLANTIC	18	15	13	15	18	15	9	9
EAST SOUTH CENTRAL	6	4	3	5	4	4	-	4
WEST SOUTH CENTRAL	11	13	12	15	12	16	-	10
MOUNTAIN	6	7	10	7	7	6	1	14
PACIFIC	14	14	20	17	14	10	2	18
	100	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:								
UNDER $15,000	25	9	7	10	15	5	9	7
$15,000 - $24,999	18	13	10	11	14	16	4	29
$25,000 - $34,999	16	16	13	18	18	18	6	12
$35,000 - $49,999	19	27	32	29	22	26	32	21
$50,000 AND OVER	22	34	37	33	32	35	49	31
	100	100	100	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$41267	$44143	$41113	$37302	$41226	$49558	$36375

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

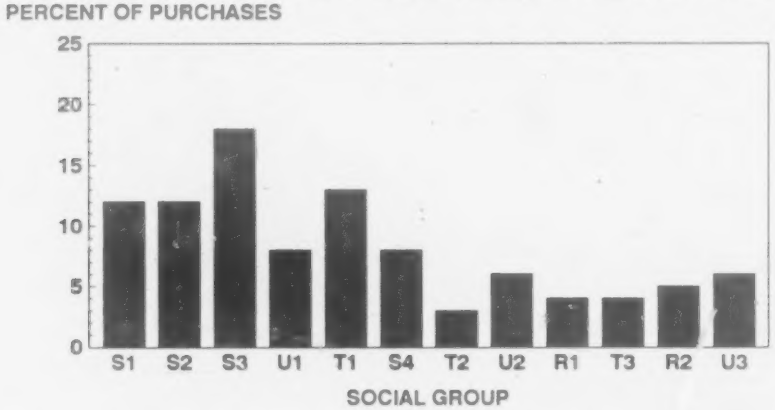
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TEAM SPORTS EQUIPMENT %	SOCCER BALLS %	BASEBALL MITTS %	BASKETBALLS %	BASKETBALL BACKBOARDS %	HOCKEY STICKS %	VOLLEYBALLS %
MARKET SIZE:								
NON-RMA OR RMA UNDER 50,000	28	24	15	23	27	27	14	27
METROPOLITAN AREAS								
50,000-499,999	20	19	25	17	19	19	21	20
500,000-1,999,999	16	20	20	21	16	23	20	24
2,000,000 & OVER	36	37	41	39	38	31	45	30
	100	100	100	100	100	100	100	100
TYPE OF RESIDENCE:								
OWN HOUSE	61	75	78	69	72	86	80	69
RENT HOUSE	11	9	8	9	11	7	5	17
APARTMENT	15	7	9	9	8	1	10	5
CONDOMINIUM	3	2	2	3	1	-	3	2
TWINPLEX/DUPLEX	2	1	-	2	1	1	2	2
OTHER	8	6	4	7	6	5	1	6
	100	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION								
FAMILY								
HUSBAND & WIFE	57	77	84	77	75	83	66	61
SINGLE WITH CHILD OR OTHER RELATIVE	15	12	9	12	14	10	18	10
NON-FAMILY								
LIVING ALONE	24	8	5	7	9	5	14	17
LIVING WITH NON-RELATIVE	4	3	1	4	2	1	2	12
	100	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:								
1 MEMBER	24	8	5	7	9	5	14	17
2 MEMBERS	32	13	11	13	12	11	14	25
3 MEMBERS	18	16	13	18	15	14	17	16
4 MEMBERS	16	31	31	28	31	37	31	18
5 OR MORE MEMBERS	10	32	39	33	32	32	24	24
	100	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:								
LESS THAN HIGH SCHOOL	13	5	2	4	7	4	4	5
HIGH SCHOOL GRADUATE	30	28	21	32	30	29	17	18
ATTENDED COLLEGE	27	29	27	25	28	35	32	31
COLLEGE GRADUATE	30	38	50	39	35	31	47	47
	100	100	100	100	100	100	100	100

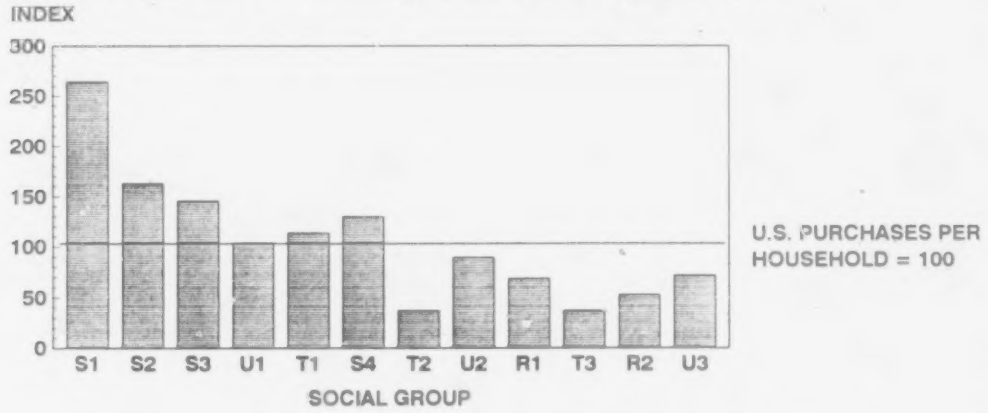
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TEAM SPORTS EQUIPMENT %	SOCCER BALLS %	BASEBALL MITTS %	BASKETBALLS %	BASKETBALL BACKBOARDS %	HOCKEY STICKS %	VOLLEYBALLS %
OCCUPATION OF HOUSEHOLD HEAD:								
MANAGERIAL/ PROFESSIONAL	28	42	45	39	38	45	52	41
TECHNICAL/SALES/ ADMIN. SUPPORT	12	13	13	14	13	13	15	11
SERVICE	7	7	7	8	9	5	7	7
FARMING/FORESTRY/ FISHING	2	3	-	2	4	4	-	4
CRAFTSMAN/REPAIRMAN	9	12	12	12	12	13	5	19
OPERATOR/LABORER	8	9	8	12	9	7	5	11
STUDENT/RETIRED/OTHER	34	13	15	12	16	13	17	7
	100	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD								
FULL TIME	43	43	35	47	38	41	48	58
PART TIME	17	27	34	28	26	22	36	21
NOT EMPLOYED/ RETIRED	40	30	31	25	37	37	16	21
	100	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD								
FULL TIME	72	92	93	92	88	94	95	90
PART TIME	5	3	3	3	5	1	5	6
NOT EMPLOYED/ RETIRED	23	5	4	5	8	5	-	4
	100	100	100	100	100	100	100	100
AGE OF USER:								
UNDER 14	20	44	66	46	39	49	24	14
14 TO 17	5	16	10	14	19	16	26	18
18 TO 24	11	7	7	7	9	4	12	4
25 TO 34	18	14	6	13	15	12	16	34
35 TO 44	15	8	1	9	8	5	9	15
45 TO 64	19	3	-	3	3	4	-	5
65 AND OLDER	12	-	-	-	1	-	-	-
MULTIPLE AGES REPORTED	-	8	8	7	5	9	12	9
	100	100	100	100	100	100	100	100
MEDIAN AGE	32	14	9	14	15	12	16	28
	32							
SEX OF USER:								
MALE	49	78	77	78	79	81	85	54
FEMALE	51	17	18	17	18	13	13	36
HOUSEHOLD USE	-	5	4	5	4	5	1	10
	100	100	100	100	100	100	100	100

TENNIS EQUIPMENT

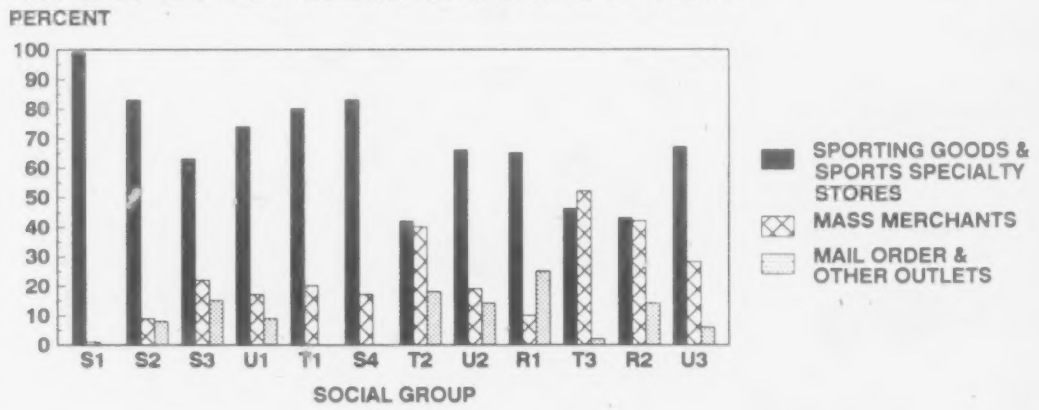
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TENNIS EQUIPMENT %	RACKETS %
PRIZM CODE:			
S1 SUBURBAN ELITE	5	12	12
S2 THE AFFLUENTIALS	7	12	12
S3 GREENBELT FAMILIES	13	18	18
U1 URBAN GENTRY	7	8	8
T1 EXURBAN BOOM	12	13	13
S4 SUBURBAN ELDERS	7	8	8
T2 SATELLITE BLUES	9	3	3
U2 MID-CITY MIX	7	6	6
R1 THE HEARTLAND	6	4	4
T3 SMALL-TOWN LIVING	11	4	4
R2 COUNTRY FOLK	9	5	5
U3 THE INNER CITY	8	6	6
	100	100	100
GEOGRAPHIC REGION:			
NEW ENGLAND	5	6	6
MIDDLE ATLANTIC	16	18	18
EAST NORTH CENTRAL	17	13	13
WEST NORTH CENTRAL	7	5	5
SOUTH ATLANTIC	18	15	15
EAST SOUTH CENTRAL	6	3	3
WEST SOUTH CENTRAL	11	10	10
MOUNTAIN	6	8	8
PACIFIC	14	22	22
	100	100	100
ANNUAL HOUSEHOLD INCOME:			
UNDER $15,000	25	7	7
$15,000 - $24,999	18	8	8
$25,000 - $34,999	16	8	8
$35,000 - $49,999	19	25	25
$50,000 AND OVER	22	53	53
	100	100	100
MEDIAN INCOME	$29375 29375	$51236	$51236

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

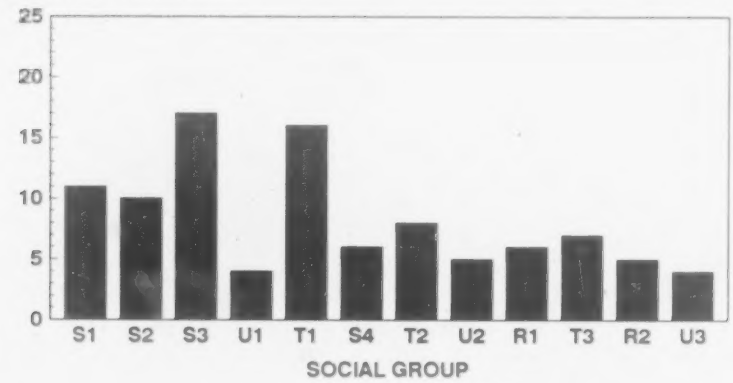
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TENNIS EQUIPMENT %	RACKETS %
MARKET SIZE:			
NON-RMA OR RMA UNDER 50,000	28	17	17
METROPOLITAN AREAS			
50,000-499,999	20	17	17
500,000-1,999,999	16	12	12
2,000,000 & OVER	36	54	54
	100	100	100
TYPE OF RESIDENCE:			
OWN HOUSE	61	68	68
RENT HOUSE	11	7	7
APARTMENT	15	[illegible]	15
CONDOMINIUM	3	[illegible]	5
TWINPLEX/DUPLEX	2	2	2
OTHER	8	3	3
	100	100	100
HOUSEHOLD DESIGNATION			
FAMILY			
HUSBAND & WIFE	57	74	74
SINGLE WITH CHILD OR OTHER RELATIVE	15	8	8
NON-FAMILY			
LIVING ALONE	24	16	16
LIVING WITH NON-RELATIVE	4	3	3
	100	100	100
SIZE OF HOUSEHOLD:			
1 MEMBER	24	16	16
2 MEMBERS	32	30	30
3 MEMBERS	18	17	17
4 MEMBERS	16	23	23
5 OR MORE MEMBERS	10	14	14
	100	100	100
EDUCATION OF HOUSEHOLD HEAD:			
LESS THAN HIGH SCHOOL	13	2	2
HIGH SCHOOL GRADUATE	30	12	12
ATTENDED COLLEGE	27	26	26
COLLEGE GRADUATE	30	59	59
	100	100	100

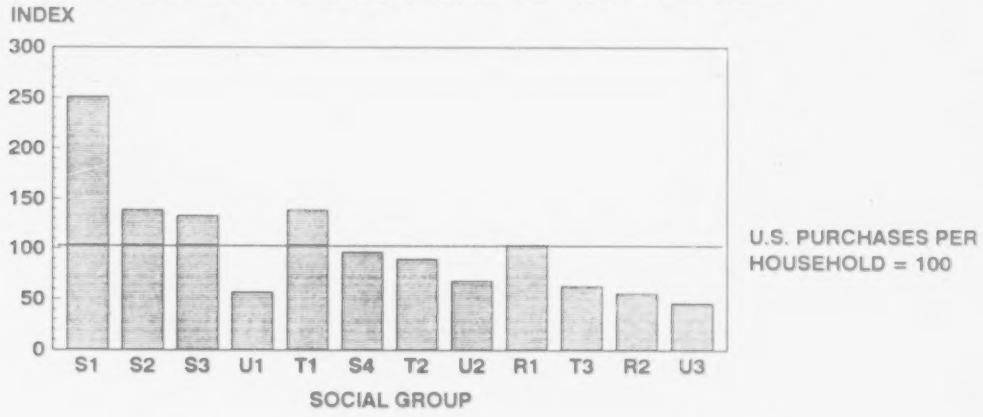
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TENNIS EQUIPMENT %	RACKETS %
OCCUPATION OF HOUSEHOLD HEAD:			
MANAGERIAL/ PROFESSIONAL	28	47	47
TECHNICAL/SALES/ ADMIN. SUPPORT	12	11	11
SERVICE	7	5	5
FARMING/FORESTRY/ FISHING	2	1	1
CRAFTSMAN/REPAIRMAN	9	9	9
OPERATOR/LABORER	8	3	3
STUDENT/RETIRED/OTHER	34	24	24
	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD			
FULL TIME	43	54	54
PART TIME	17	18	18
NOT EMPLOYED/ RETIRED	40	28	28
	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD			
FULL TIME	72	82	82
PART TIME	5	3	3
NOT EMPLOYED/ RETIRED	23	14	14
	100	100	100
AGE OF USER:			
UNDER 14	20	8	8
14 TO 17	5	13	13
18 TO 24	11	12	12
25 TO 34	18	16	16
35 TO 44	15	16	16
45 TO 64	19	19	19
65 AND OLDER	12	6	6
MULTIPLE AGES REPORTED	-	10	10
	100	100	100
MEDIAN AGE	32	32	32
	32		
SEX OF USER:			
MALE	49	62	62
FEMALE	51	28	28
HOUSEHOLD USE	-	9	9
	100	100	100

OTHER PRODUCTS

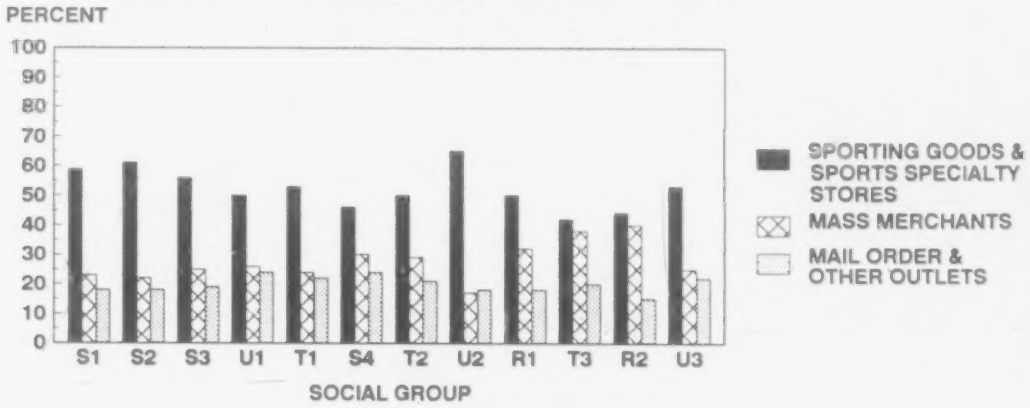
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OTHER PRODUCTS %	BOWLING BALLS %	BOWLING SHOES %	IN-LINE WHEEL SKATES %	RACQUETBALL RACQUETS %	10 - 18 SPEED BICYCLES %
PRIZM CODE:							
S1 SUBURBAN ELITE	5	11	3	5	23	7	12
S2 THE AFFLUENTIALS	7	10	4	5	6	8	12
S3 GREENBELT FAMILIES	13	17	16	20	24	24	16
U1 URBAN GENTRY	7	4	6	4	7	1	4
T1 EXURBAN BOOM	12	16	15	13	16	19	17
S4 SUBURBAN ELDERS	7	6	13	14	9	6	5
T2 SATELLITE BLUES	9	8	10	12	2	10	8
U2 MID-CITY MIX	7	5	4	4	1	4	5
R1 THE HEARTLAND	6	6	5	7	2	5	7
T3 SMALL-TOWN LIVING	11	7	10	6	5	3	7
R2 COUNTRY FOLK	9	5	5	3	1	5	6
U3 THE INNER CITY	8	4	9	7	6	8	2
	100	100	100	100	100	100	100
GEOGRAPHIC REGION:							
NEW ENGLAND	5	6	6	7	4	4	6
MIDDLE ATLANTIC	16	13	19	17	20	11	12
EAST NORTH CENTRAL	17	19	27	21	9	19	19
WEST NORTH CENTRAL	7	7	5	7	11	10	7
SOUTH ATLANTIC	18	12	11	19	15	17	11
EAST SOUTH CENTRAL	6	3	3	1	1	3	3
WEST SOUTH CENTRAL	11	9	5	6	6	11	9
MOUNTAIN	6	8	11	8	15	10	7
PACIFIC	14	23	13	13	19	15	25
	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:							
UNDER $15,000	25	8	6	10	6	5	9
$15,000 - $24,999	18	13	12	12	12	9	13
$25,000 - $34,999	16	18	21	22	14	10	18
$35,000 - $49,999	19	24	30	28	18	36	23
$50,000 AND OVER	22	37	30	27	49	41	37
	100	100	100	100	100	100	100
MEDIAN INCOME	$29375 29375	$41877	$40233	$37962	$49384	$46119	$41727

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

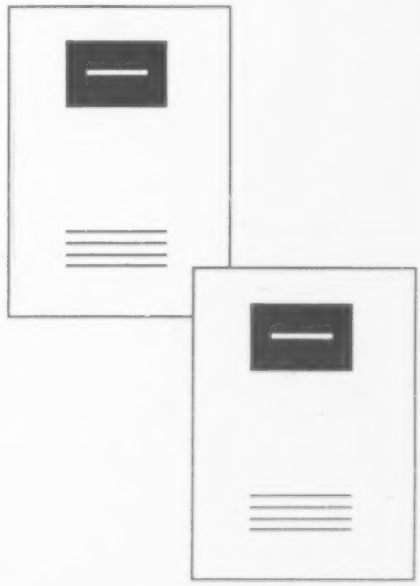
T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OTHER PRODUCTS %	BOWLING BALLS %	BOWLING SHOES %	IN-LINE WHEEL SKATES %	RACQUETBALL RACQUETS %	10 - 18 SPEED BICYCLES %
MARKET SIZE:							
NON-RMA OR RMA UNDER 50,000	28	22	20	20	11	17	23
METROPOLITAN AREAS							
50,000-499,999	20	15	20	19	18	18	14
500,000-1,999,999	16	17	20	20	13	21	17
2,000,000 & OVER	36	45	40	42	58	44	46
	100	100	100	100	100	100	100
TYPE OF RESIDENCE:							
OWN HOUSE	61	64	65	66	68	68	63
RENT HOUSE	11	12	15	14	7	15	11
APARTMENT	15	10	12	10	18	5	9
CONDOMINIUM	3	5	1	-	2	5	6
TWINPLEX/DUPLEX	2	3	2	2	2	4	3
OTHER	8	7	5	7	3	5	8
	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION							
FAMILY							
HUSBAND & WIFE	57	65	66	66	72	63	65
SINGLE WITH CHILD OR OTHER RELATIVE	15	13	13	15	15	15	12
NON-FAMILY							
LIVING ALONE	24	15	15	14	8	21	15
LIVING WITH NON-RELATIVE	4	7	5	6	4	1	8
	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:							
1 MEMBER	24	15	15	14	8	21	15
2 MEMBERS	32	22	24	33	24	11	22
3 MEMBERS	18	22	25	23	13	24	23
4 MEMBERS	16	22	23	19	29	21	21
5 OR MORE MEMBERS	10	19	14	10	26	23	20
	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:							
LESS THAN HIGH SCHOOL	13	5	8	6	4	3	5
HIGH SCHOOL GRADUATE	30	19	29	33	16	17	18
ATTENDED COLLEGE	27	33	37	40	31	27	33
COLLEGE GRADUATE	30	42	25	21	49	53	44
	100	100	100	100	100	100	100

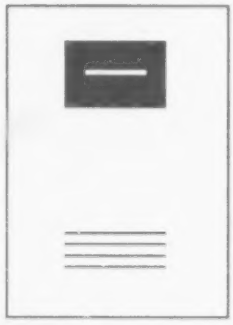
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OTHER PRODUCTS %	BOWLING BALLS %	BOWLING SHOES %	IN-LINE WHEEL SKATES %	RACQUETBALL RACQUETS %	10 - 18 SPEED BICYCLES %
OCCUPATION OF HOUSEHOLD HEAD:							
MANAGERIAL/ PROFESSIONAL	28	43	32	31	59	45	43
TECHNICAL/SALES/ ADMIN. SUPPORT	12	13	14	17	13	17	12
SERVICE	7	9	5	8	2	7	10
FARMING/FORESTRY/ FISHING	2	2	1	1	1	1	2
CRAFTSMAN/REPAIRMAN	9	10	16	13	11	8	9
OPERATOR/LABORER	8	7	12	8	2	8	7
STUDENT/RETIRED/OTHER	34	17	20	23	12	14	17
	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD							
FULL TIME	43	51	50	53	49	47	52
PART TIME	17	22	18	13	20	33	23
NOT EMPLOYED/ RETIRED	40	26	32	33	31	20	25
	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD							
FULL TIME	72	90	86	80	93	88	91
PART TIME	5	4	5	4	3	4	4
NOT EMPLOYED/ RETIRED	23	6	9	16	4	8	5
	100	100	100	100	100	100	100
AGE OF USER:							
UNDER 14	20	18	4	1	38	5	20
14 TO 17	5	7	4	2	4	-	8
18 TO 24	11	10	4	7	6	14	11
25 TO 34	18	22	29	29	23	29	21
35 TO 44	15	18	19	20	4	33	17
45 TO 64	19	12	21	25	-	16	10
65 AND OLDER	12	1	3	5	-	1	1
MULTIPLE AGES REPORTED	-	12	16	12	25	2	12
	100	100	100	100	100	100	100
MEDIAN AGE	32 32	29	35	37	13	35	27
SEX OF USER:							
MALE	49	56	61	44	45	71	56
FEMALE	51	31	26	46	42	27	31
HOUSEHOLD USE	-	12	13	10	13	3	13
	100	100	100	100	100	100	100

Numbers



The Market
1990 Sporting Goods Purchases

- Unit sales
- Average purchase price
- Place of purchase
- History of sales
- Household income
- Sales by region
- Age and sex of user



Based on a consumer survey of 80,000 U.S. families, "The Sporting Goods Market in 1991" is the most comprehensive, original research available on consumer purchases of sports equipment, footwear and clothing. Using the National Family Opinion Inc. panel, the report makes retail sales projections in more than 20 sport categories.

NSGA Member: $95.00
Non-NSGA Member: $155.00

I have enclosed a check for $ _____ for

"The Sporting Goods Market in 1991"

☐ MasterCard ☐ VISA Exp. Date_____

Card #_____

Name_____

Company_____

Address_____

City/State/Zip_____

☐ Please send me information on NSGA Membership

Mail to: NSGA • 1699 Wall St. • Mt. Prospect, IL 60056-5780